

# Modern

# LITHOGRAPHY

.....

DETROIT

*22*

Picture Story of LPNA

PIA Web Section Report

Delzer-Marlow Expands

NALC To Boston

AMS Uses Rub-On Plate

DuPont Opens Laboratory

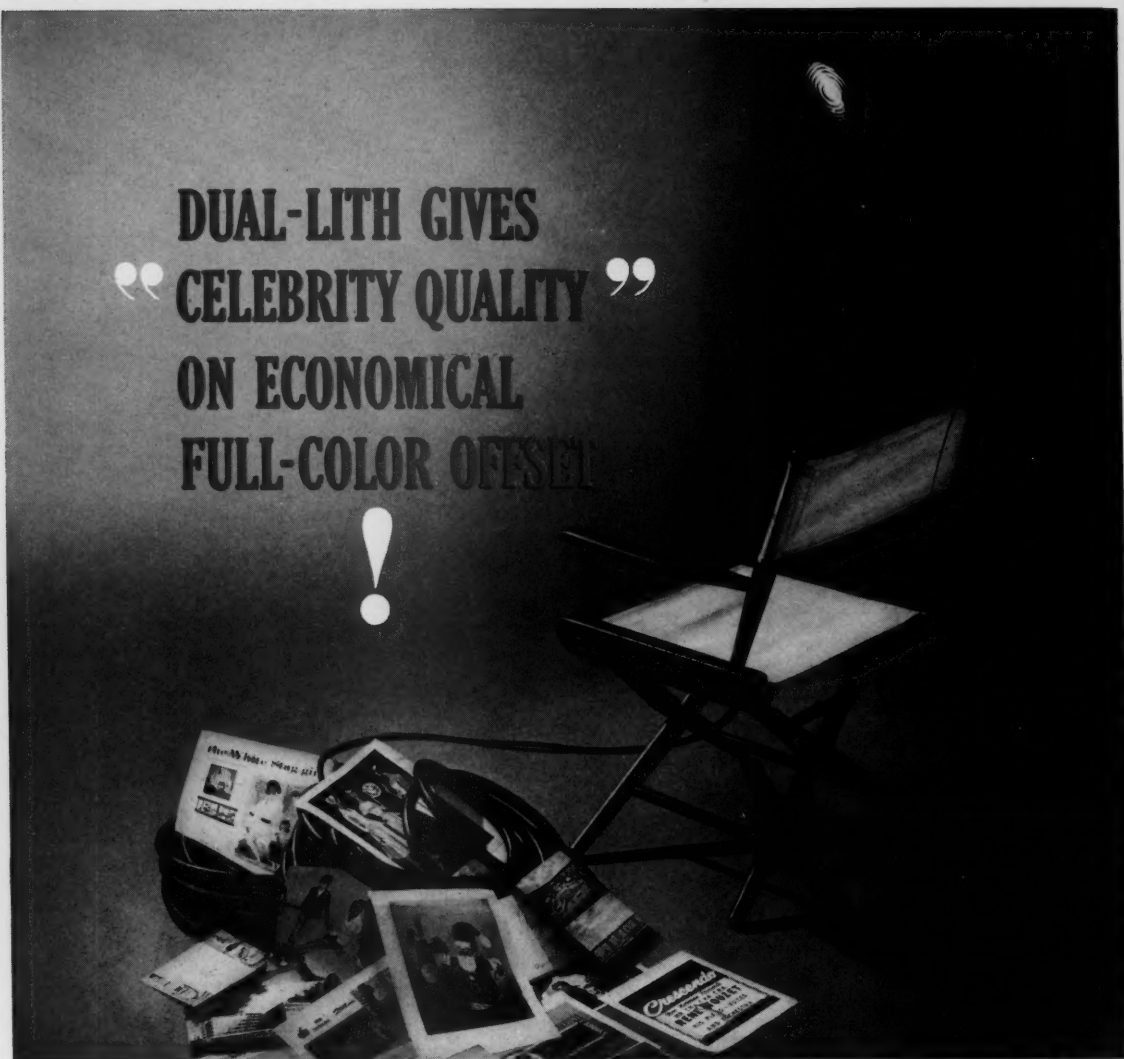
Wrap-Around Plates

LPNA Awards, Photos



MAY, 1960

# “DUAL-LITH GIVES CELEBRITY QUALITY” ON ECONOMICAL FULL-COLOR OFFSET



Bob Plunkett, owner of the Angeleno Photo Service, Los Angeles, says "Full-color work produced by high-quality Davidson Dual-Lith small offset equipment can be every bit as good as that produced by more expensive and complicated presses. Not only does the Dual-Lith produce highest quality color work, but costs are often reduced . . . sometimes as much as 25%."

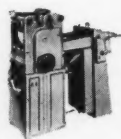
Mr. Plunkett gets such high quality from his Davidson Dual-Lith that it is used on famous movie stars' greeting cards, on handsome phonograph record jackets, on colorful "fan-mail" items, and hundreds of other jobs where only top-quality, full-dimensional color will do, even though economy is the watchword.

Long ago, Mr. Plunkett learned that the successful way to do simple, quality color litho is to depend on the Davidson Dual-Lith. For his operations, he chose the Dual-Lith Model 251.

The secret is Dual-Lith's unbeatable register and superior ink coverage . . . inherent qualities of the famous Davidson Two-Cylinder Principle. And, simplicity of operation makes the Davidson Dual-Lith the perfect choice for color work—and every other offset job! For case history on Dual-

Lith at Angeleno Photo Service, call your Davidson Distributor (he's listed in the Yellow Pages) — or write today to Davidson Corporation, 29 Ryerson Street, Brooklyn 5, New York.

FREE! BOOKLETS ABOUT DUAL-LITH FOR COLOR WORK!



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Name

Company

Address

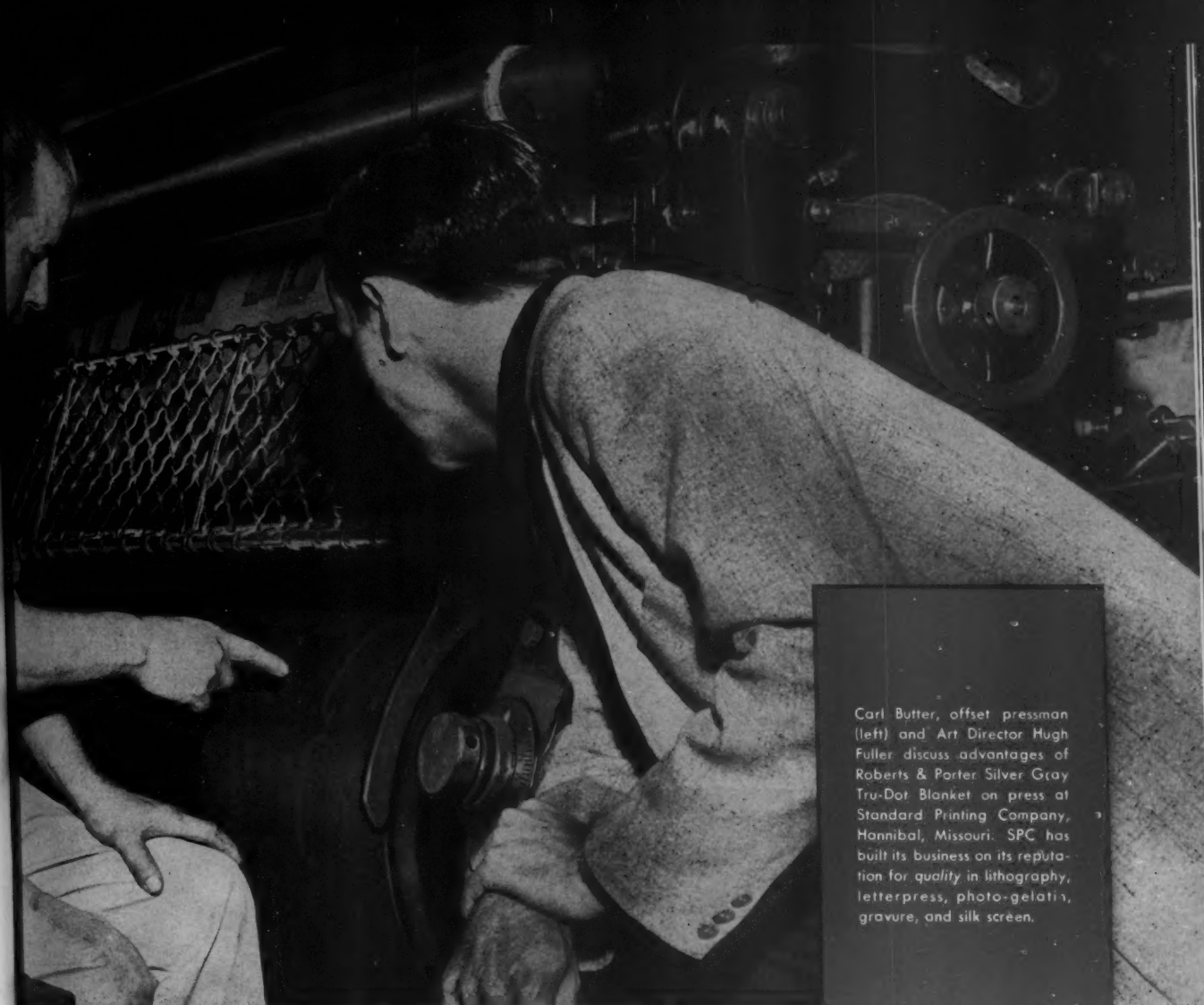
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"Pre  
you

There's  
insist  
Blank  
every  
dot . .

No oth  
so firm





Carl Butter, offset pressman (left) and Art Director Hugh Fuller discuss advantages of Roberts & Porter Silver Gray Tru-Dot Blanket on press at Standard Printing Company, Hannibal, Missouri. SPC has built its business on its reputation for quality in lithography, letterpress, photo-gelatin, gravure, and silk screen.

## "Pressmen get what art directors plan for when you use Roberts & Porter Tru-Dot Blankets..."

Wilbur H. Burch, Plant Superintendent  
Standard Printing Company, Hannibal, Missouri

There's a good reason why more and more pressmen *insist* on Roberts & Porter Silver Gray Tru-Dot Blankets: they *know* they can reproduce on paper every detail of the finest art tone for tone, dot for dot... with full, rich solids.

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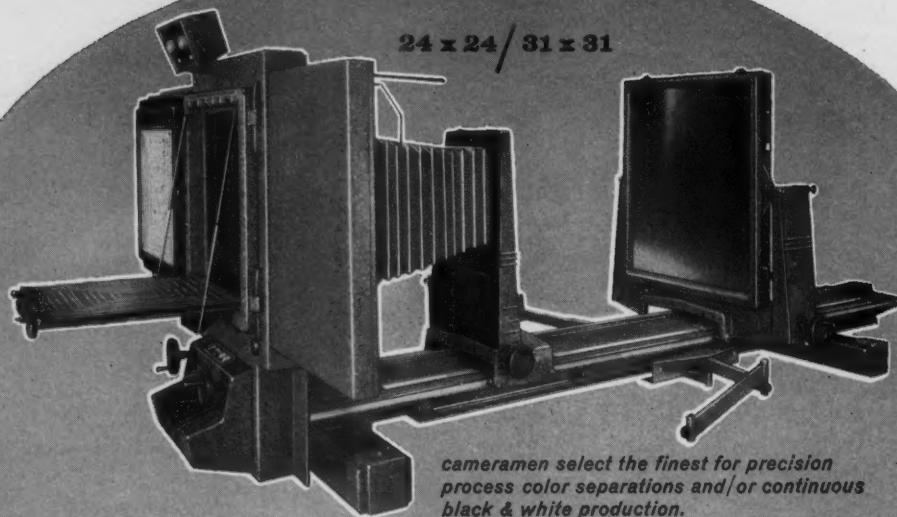
dot—on paper, the art comes to life clean and clear. And there's no hint of embossing.

Plant Superintendent Burch sums up his experience this way: "Pressmen get what art directors plan for when you use Roberts & Porter Tru-Dot Blankets. Here at SPC our quality goals really are high—Tru-Dot Blankets help us reach those goals."



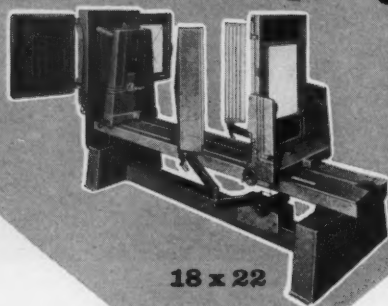
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## Cover

As we go to press, William E. Zabel, Jr., of Zabel Brothers Co., Philadelphia, takes over the presidency of LPNA. He succeeds L. E. Oswald, of the E. F. Schmidt Co., Milwaukee, who served for two years. Complete picture story on the Boca Raton meeting may be found on page 50.

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## MODERN LITHOGRAPHY

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MAY, 1960

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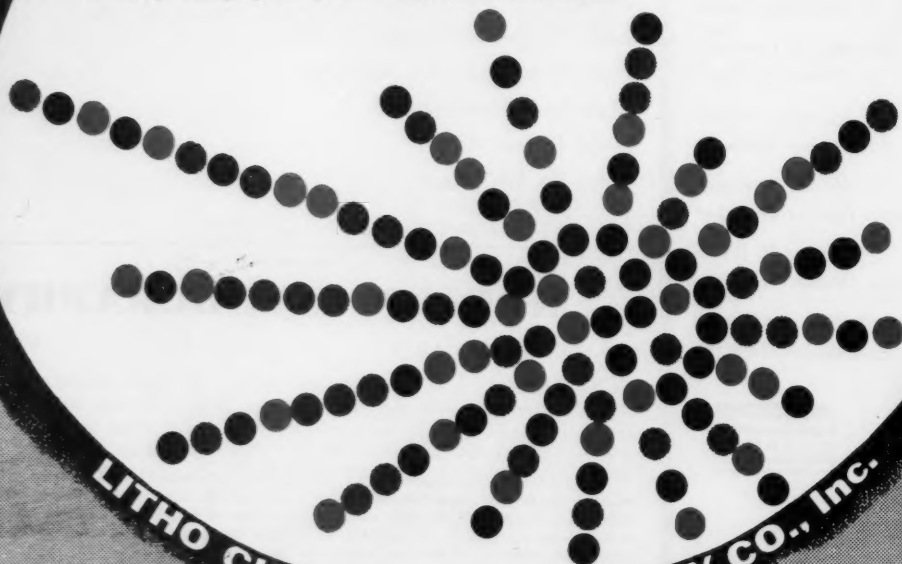
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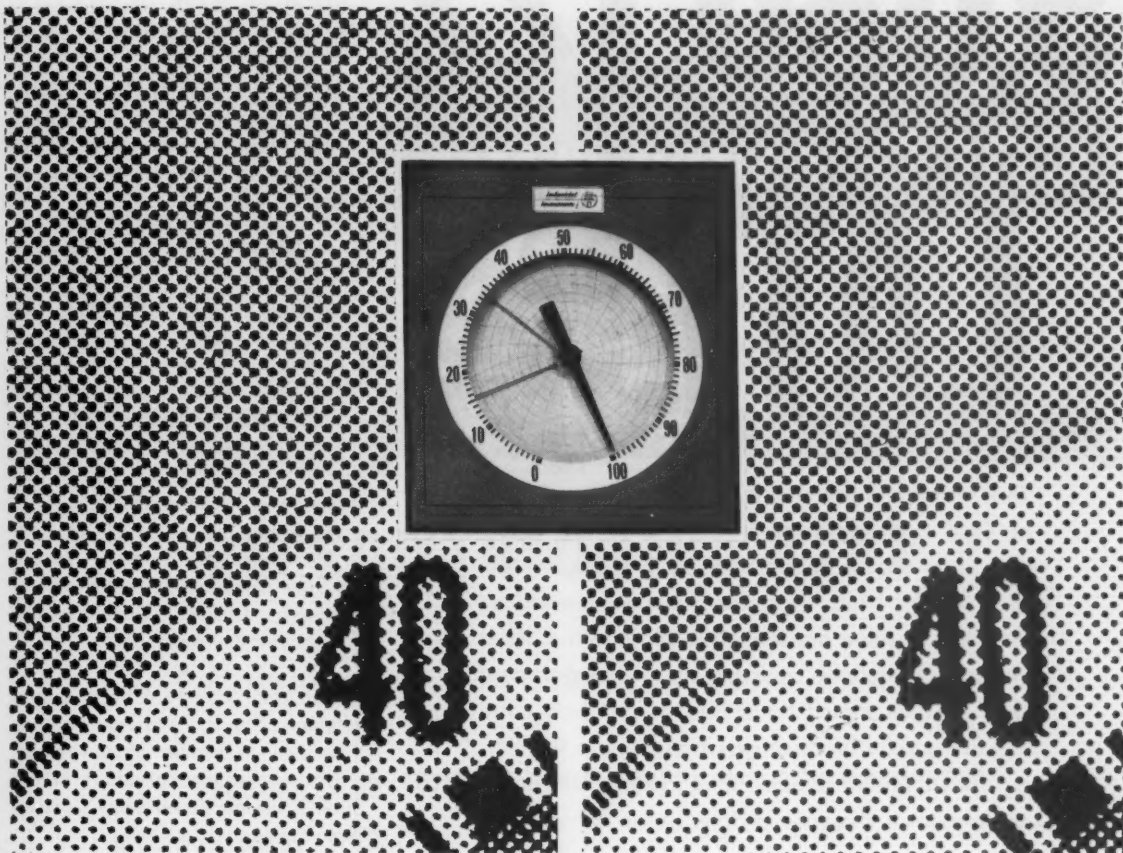
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# GOOD YEAR

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Illustration courtesy of Industrial Instruments, Inc., Cedar Grove, New Jersey, and American Press Inc., New Bedford, Mass.

MODERN LITHOGRAPHY, May, 1960

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**LATER...**

That's a big number — but it is actually the number of Enco Positive Aluminum Pre-sensitized Plates that have been shipped by Azoplate Corporation since August 1953. That's the date Enco introduced the FIRST positive pre-sensitized plate to the offset industry. There's no question about the part that Enco Positive Plates have had in producing the highest quality work at great savings to the lithographer. Enco Positive Plates are no longer an experiment — they are in daily use in offset shops all over the country — they meet a definite need — for proving and for long runs — they are an accepted part of a growing industry. Why not find out what Enco Positive Plates can do in your plant? Available in sizes and thicknesses for most presses.

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*Corporation*

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ENGELHARD INDUSTRIES

## Brevities

CARL A. MATSON, proprietor for 20 years of the M. & M. Offset Printing Co., Chicago, died, April 4. He was 66 years old.

J. EDWARD HITCHCOCK, 68, a partner of the Onondaga Printing Co., died March 21. He was engaged in the printing business for 50 years.

MARTIN D. RIEKSE, Detroit, Mich., president and owner of the Syracuse Color Press Inc. and an engraving company in Detroit, died during March.

BACHMAN REPRODUCTION SERVICE Co., New York, has moved to new and larger quarters at 228 East 45th Street.

PHILIP L. HOVEY, vice president of manufacturing of Oxford Paper Co., New York, has been elected a member of the board of directors of that company at its annual meeting.

THE NAME OF MUNISING *Opaque* business paper has been changed to Kimberly Opaque, Kimberly-Clark Corporation has announced.

THE JOHN T. BEVANS Co. has been established at 509 Sansome St., San Francisco, to handle ad typography exclusively. It is a subsidiary of the John T. Bevans Typesetting Co., trade typographers.

## Meetings

**National Association of Litho Clubs**, 15th annual convention, Hotel Statler, Boston, May 19-21.

**Technical Association of the Graphic Arts**, 12th annual meeting, Sheraton-Park Hotel, Washington, D. C., June 20-22.

**International Association of Printing House Craftsmen**, annual convention, Hotel Biltmore, Atlanta, Aug. 7-11.

**Printing Industry of America**, 74th annual convention, Sheraton Park Hotel, Washington, D.C., Oct. 24-27.

**National Association of Photo-Lithographers**, 28th annual convention and exhibit, Hotel Conrad Hilton, Chicago, Oct. 5-8.

**National Metal Decorators Association**, 26th annual convention, Shoreham Hotel, Washington, D. C., Oct. 17-19.

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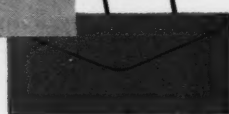
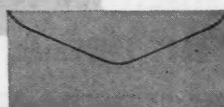
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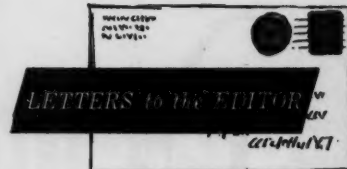
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Dear Sir:

Could you tell me where I might purchase a book or get information on the collotype process of photogelatin printing? How many prints can be run from the photogelatin plate? Will perfect register hold for four-color platemaking? Can the process be used in a letterpress setup? Also, what would be the methods for hand-operated process?

E. C. Janette,  
Jeanette Photographic  
1221 Catalpa St.,  
Berkley, Mich.

We do not have much information or advice on this specialized subject, aside from that contained in the tearsheets of articles sent you. We know of no books specifically on this subject. Perhaps some of our readers can make further suggestions.—  
*Editor.*

### Wants Film Positives

Dear Sir:

We are very interested in buying separation positives of pictures which have already been printed. We are also interested in calenders of various sizes. We want the positives to be finished, already retouched for transfer directly to the zinc plate.

Lithografia Egil  
Rua Do Almada, 556-558  
Oporto, Portugal.

Readers interested in supplying this firm should contact the company direct.—  
*Editor.*

### Likes Safety Article

Dear Sir:

I read with interest the article on page 36 of the March issue about the safety program at McCall's. I would appreciate receiving 20 reprints of this article if any are made.

R. R. Lowdon, Jr.,  
Stafford-Lowdon Co.,  
Fort Worth, Tex.

We have no present plans to reprint the article, unless there is sufficient interest on the part of our readers.—  
*Editor.*

### Enjoys Technical Series

Dear Sir:

... As a student, I enjoy reading your technical series and know MODERN LITHOGRAPHY will continue to grow in circulation and prestige among printers in general. Please renew my subscription.

Edward L. Cron  
Rochester

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*Saul Berman, Plant Superintendent  
Alfred Allen Watts, Inc., Clifton, New Jersey*

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"The pressman has one thing less to watch and can now spend this time concentrating on some other phase of the operation."

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# ILFORD PRESENTS

# R30

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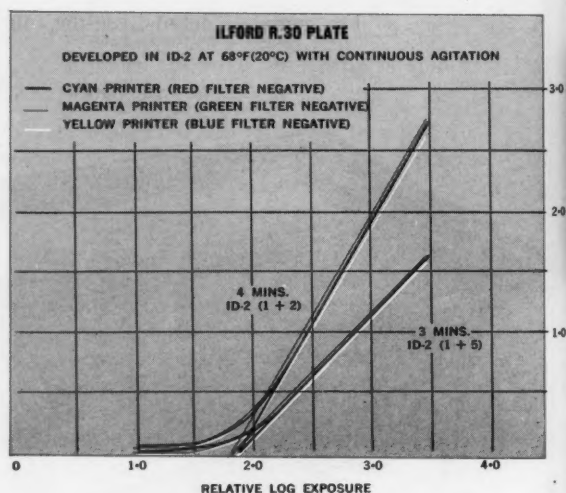
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5. A general reduction in the masking required on the original or the correction required on the negative.

For the most critical work, use the Ilford R.30 Trichrome

Plate in conjunction with Ilford Tricolor Filters (Nos. 204, 404, 304) and Ilford Developer ID-2. R.30 plates are available in sizes up to 36 x 48", and with a matte emulsion on special order. For further information and complete technical data, write us.



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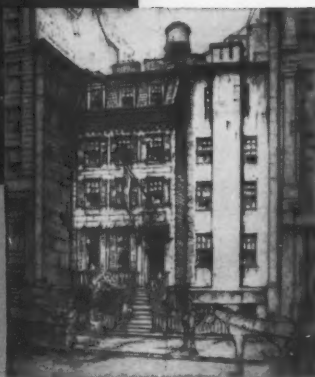


"Speak softly and carry a **BIG STICK**"



*This etching shows the birthplace of Theodore Roosevelt, 28 E. 20th Street, New York — now a shrine visited by devotees of "The Strenuous Life" from all parts of the world. Himself one of history's greatest leaders, he said,*

**"We need leaders of inspired idealism, leaders to whom are granted great visions, who dreamed greatly and strive to make their dreams come true".**



Print softly and carry a **BIG KICK**

For a hard sell with a soft look, make your next booklet, catalog or broadside a masterpiece—by printing it on

*Cantine's* **NEW VELVETONE**

DULL COATED FOR LETTERPRESS OR OFFSET

*This side of this insert is commercially produced by letterpress on Velvetone 25x38-80. The reverse side is printed by Offset. Photo and etching by permission, The Theodore Roosevelt Association.*



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Basis	23x35	25x38	35x45
70	118	140	232
80	136	160	266

THE MARTIN CANTINE COMPANY • Saugerties, N. Y. • Specialists in Coated Papers Since 1888

(THIS SIDE OF THIS INSERT IS PRINTED BY OFFSET, REVERSE SIDE BY LETTERPRESS.)



Here at IDEAL  
fine lithography is our proudest product  
and here are the

# 4 GREAT LITHOGRAPHIC ROLLERS that prove it!

## MASTERLITH

The dean of lithographic rollers! For fine arts level work, our Masterlith vulcanized oil roller has no peer. It is the master craftsman's choice for oil base inks. Is . . . and produces . . . quality to the Nth degree. Masterlith sets the standard for performance in lithographic rollers.

## LITHOCRAFT

This rugged black synthetic is a real work horse! Stands up nobly with oil base and inks in the economy price range. For volume production plants, or those specializing in black and white or in metal decorating, Lithocraft is the ideal Ideal.

## GRAYTONE

The practical gray synthetic which gives you many of the excellent qualities of vulcanized oil rollers plus greater speed capacity, longer life and easier care. Graytone is oil resistant to handle linseed oil and fast-set inks and those requiring dryers. Where clear, clean tones are a must, Graytone performs proudly!

## TANTONE

Another great forward stride in synthetics! Tantone is today's rollers for today's . . . and tomorrow's . . . high speed presses and fast drying inks. Beautiful smooth distribution that captures full color values. AND gives you the superior cleanability that is the heart of fine lithography.

### IDEAL ROLLER & MANUFACTURING CO.

2512 W. 24th St.  
Chicago 8, Ill.

21-24 Thirty-ninth Avenue  
Long Island City 1, N. Y.

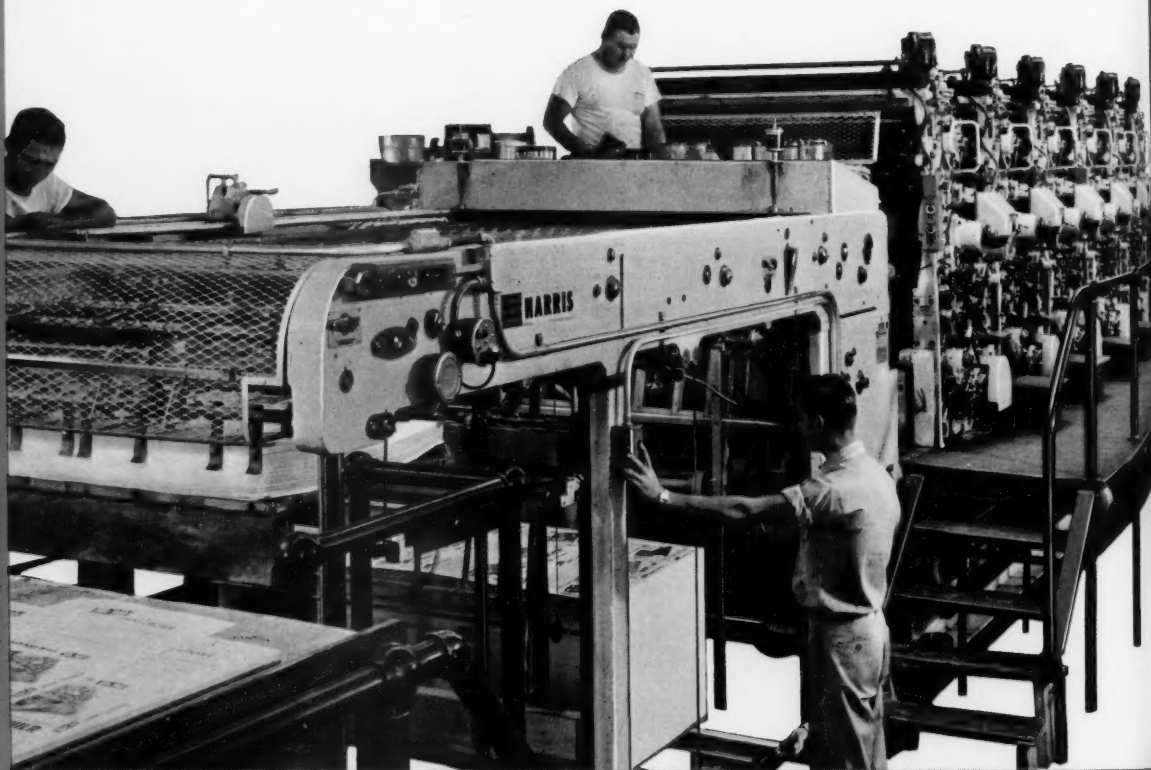
6069-6073 Maywood Ave.  
Huntington Park, Cal.

5238 Peachtree Road, NE  
Chamblee, Ga.

**ONE OF THE FIRST** advertising typographers to install an Intertype Fotosetter machine was Typo Photocomposition, Inc., Philadelphia. Since 1951, three more have been added. This battery of four is kept busy three shifts a day, turning out superior photographic composition.



## What's going on at H



**FOOD REPRODUCTIONS, SO REAL** you can almost taste the contents, are lithographed at the new Clinton, Iowa, plant of the Lord Baltimore Press, Inc. This high-quality folding carton lithographer — a pioneer and one of the largest in the country — uses this Harris 43"x60" high-speed, double-delivery, 6-color lithographic press.

HERE, TH  
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Harris Pre  
Presses •  
Chemicals

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HERE, THE CHIEF CHEMIST is examining a sensitized plate under development in the Harris-Intertype Central Research Laboratories. This work is done in close coordination with product development activity at Lithoplate, Inc., Covina, Calif.



# HARRIS - INTERTYPE



## HARRIS-INTERTYPE CORPORATION

General Offices: 55 Public Square  
Cleveland 13, Ohio

Harris Presses • Intertype Typesetting Machines • Cottrell Presses • Seybold Cutters • Macey Collators • Lithoplate Chemicals and Sensitized Plates • Gates Broadcasting Equipment PRD Microwave Test Equipment



**IN SIX HOURS**, this modern Seybold Saber® 54" Auto-Spacer Cutter turns out the same amount of work that used to take two days with an older cutter. Completely equipped with air-film and auxiliary tables, it is in the Boston plant of Recording & Statistical Corporation, who lithograph insurance and business work on Harris presses.

**ELECTRONICS, TOO**, is a specialized field of Harris-Intertype through its subsidiaries, Gates Radio Co. and PRD Electronics Co. At right, a prototype of a combination single side-band Gates radio transmitter-receiver used in short-range communications undergoes tests. At far right is a microwave bench setup developed by PRD for taking attenuation and power measurements in laboratory and research facilities.



# Which of These Occupational Diseases Do YOU Suffer From?



## **HYPO-ALIMENTATION**

(hi''po-al-im-en-ta' shun). Insufficient nourishment, caused by bolted sandwich, cold coffee (who has time to eat?).



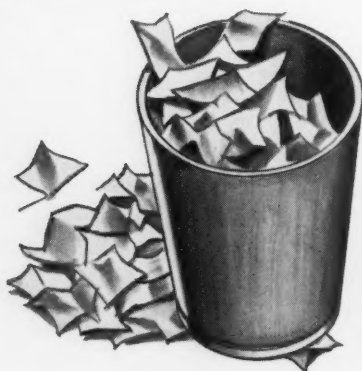
## **HYPERTARACHIA**

(hi''per-tar-ak' e-ah). An extreme irritability of one's nervous system. Result of a long exposure to irate customer.



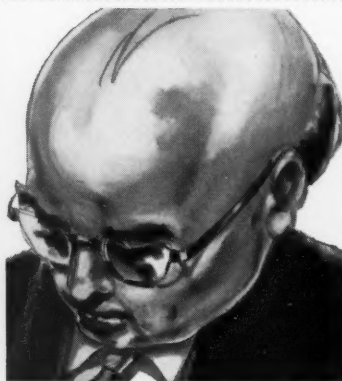
## **OTODYNIA**

(o-to-din'e-ah). Pain in the ear, brought on by an epidemic of customers' blasts.



## **DYSTELOGY**

(dis-te-le-ol' o-je). One's feeling of purposelessness, often caused by extreme waste, aggravated by repeated make-overs.



## **ALOPECIA PREMATURA**

(al-o-pe' she-ah pre'ma-tu-rah). The premature loss of hair (often accompanied by an acute loss of customers).



## **ERGASTHENIA**

(er-gas-the'ne-ah). A condition of fatigue from overwork; symptoms are bleary eyes and listlessness.

**R** Complete relaxation; the confidence of using the *dependable film*: Gevaert COPYLINE—a super-precise film, yet economical even on routine work! You'll welcome its extremely contrasty orthochromatic emulsion, designed for razor-sharp detail reproduction, by camera or contact. Use *any* retouching procedure — COPYLINE'S light matte surface takes them all in stride. And for safety's sake, COPYLINE has the latitude to tolerate minor miscalculations. Fast and flat drying, too! Try these other Gevaert films for individual requirements:

**Litholine Ortho O 82p** — maximum contrast, highest sensitivity, latitude, resolution. Polystyrene base for stability.

**Litholine Ortho O 84p** — same emulsion as O 82p, but with a heavy .010" polystyrene base.

**Litholine Ortho O 81** — thin .003" base for line or screen positives and negatives.

**Litholine Ortho O 82** — same emulsion, regular .006" base.

**Panchromatic 24p** — a fast pan emulsion, with long gradation, wide latitude in exposure and development. Ideal for color separation work on .010" polystyrene base.

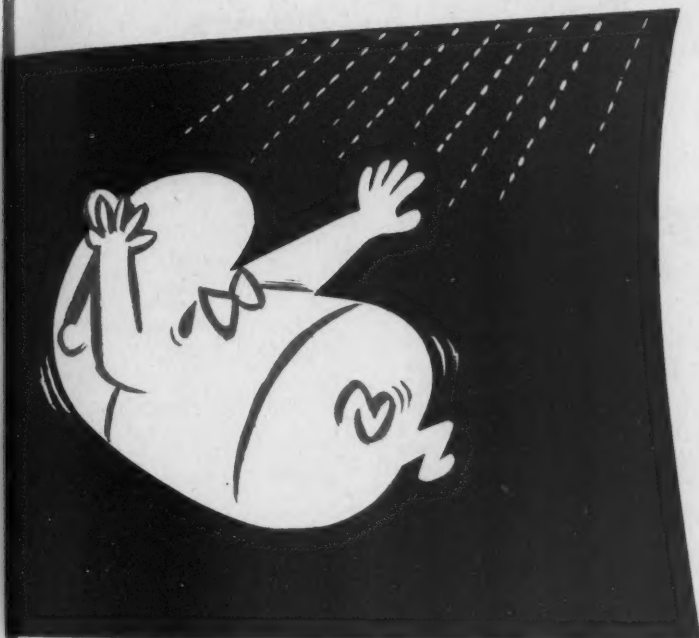
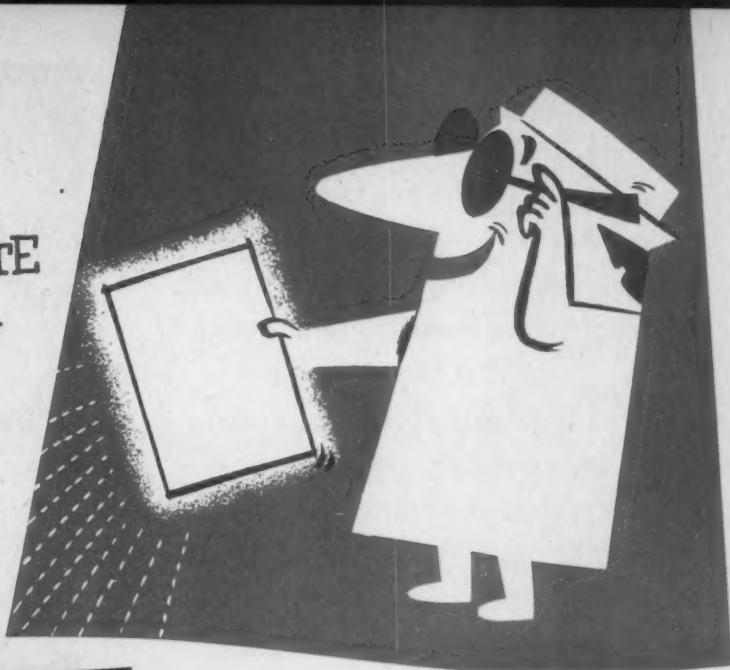
**GEVAERT**

**THE GEVAERT COMPANY OF AMERICA, INC.**

321 West 54th Street, New York 19, N. Y.

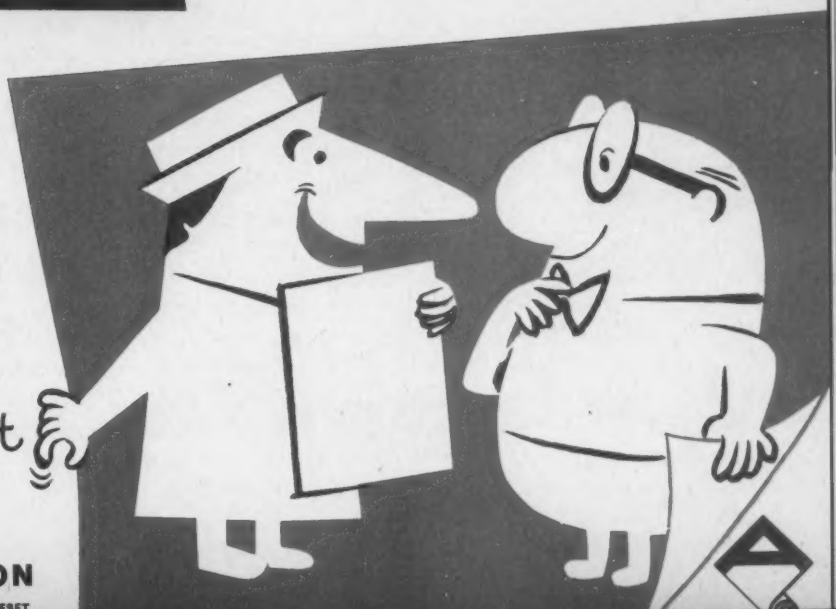
District Offices: Lincolnwood, Ill. (Chicago) • Los Angeles • Dallas • Denver • San Francisco

How about using  
this WHITER-WHITE  
WHITE-WHITE on my  
new piece, Cecil ?



Turn it off, Jerome.  
Your job called for  
the best sheet at a  
moderate price !  
The utility sheet  
that prints right..

I know, I know !  
ALLIED  
SOLAR OFFSET  
... like this insert  
... Right, Cecil !



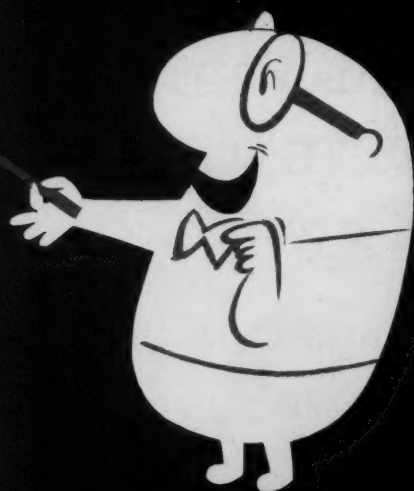
**ALLIED PAPER CORPORATION**

LITHOGRAPHED ON 70% SOLAR OFFSET

37,000,000 POUNDS!

That's a lot of paper . . . that's how much Solar was used last year . . . for just about every kind of printing job.

Like I told Jerome, it must be because Solar has built-in runability . . . and opacity . . . and stability . . . that makes it print right. And Solar's priced right . . . it's the best sheet at a moderate cost.



**These leading merchants stock Solar Offset  
in popular sizes and weights**

ATLANTA, GEORGIA  
Whitaker Paper Company

BUFFALO, NEW YORK  
Hubbs and Howe Paper Company

CHICAGO, ILLINOIS  
Atwood Paper Company  
Berkshire Paper Company  
Midland Paper Company  
Hobart Paper Company

CLEVELAND, OHIO  
Petrequin Paper Company

COLUMBUS, OHIO  
Central Ohio Paper Company

DALLAS, TEXAS  
Southwestern Paper Company

DENVER, COLORADO  
Dixon Paper Company

DETROIT, MICHIGAN  
Union Paper and Twine Company

DAYTON, OHIO  
Hull Paper Company

GRAND RAPIDS, MICHIGAN  
Carpenter Paper Company

HOUSTON, TEXAS  
Houston Paper Company

INDIANAPOLIS, INDIANA  
Indiana Paper Company

KALAMAZOO, MICHIGAN  
Birmingham and Prosser Paper  
Company

KANSAS CITY, MISSOURI  
Butler Paper Company

LOUISVILLE, KENTUCKY  
Rowland Paper Company

MILWAUKEE, WISCONSIN  
Nackie Paper Company  
Standard Paper Company

MINNEAPOLIS, MINNESOTA  
Butler Paper Company

NEW ORLEANS, LOUISIANA  
Butler Paper Company

PITTSBURGH, PENNSYLVANIA  
Central Ohio Paper Company

TULSA, OKLAHOMA  
Tulsa Paper Company

ST. LOUIS, MISSOURI  
Butler Paper Company

**ALLIED...A COMPLETE  
LINE OF PREFERRED  
PRINTING PAPERS**

**COATED PAPERS**  
Cellugloss Offset Enamel  
Celluprint Enamel  
Cellufold Offset Enamel  
Imperial Enamel  
Imperial Offset Enamel  
Velour Enamel  
Velour Offset Enamel  
Cellufold Litho C1S  
Cellugloss Litho C1S  
Imperial Litho C1S  
Monarch Litho C1S  
Comet Colored Enamel

**UNCOATED OFFSET PAPERS**  
Custom Offset  
Lithobulk Offset  
Solar Offset  
Forester Offset

**UNCOATED LETTERPRESS  
PAPERS**

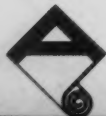
Typobulk Eggshell  
Climax EF & Eggshell  
Solar EF & Eggshell  
Forester EF & Eggshell

**DUPLICATING PAPERS**  
Northbrook Bond  
Northbrook Duplicator  
Northbrook Mimeo  
Permaflex Ledger

**LIGHTWEIGHT PAPERS**  
Cellupaque  
Imperial Bible  
British Opaque

**COLORCRAFT PAPERS**  
Impulse Bond  
Influence Bond  
Impulse Offset  
Influence Offset  
Impulse Card & Cover

*(This list is being expanded. If a merchant in your area is not listed,  
write Allied for full information.)*



**ALLIED PAPER CORPORATION**

**KALAMAZOO, MICHIGAN**



## A legend comes to life on latex coated paper

As the boisterous gallery pressed in around him, Bobby Jones attempted one of the most crucial putts in golf history. Deliberately, he stroked the ball with his famous "Calamity Jane". It raced 40 feet across the green and scurried into the cup to win the 1930 U. S. Open with a birdie three! Bobby went on to capture all four major golf titles that year, achieving the unforgettable and unparalleled "Grand Slam" of golf. In sports, Grand Slams are rare, but they're made almost every day in printing—usually on latex coated paper.

For reasons why, turn the page.





## Performance counts . . . in sports and in printing

The painting of Bobby Jones and the photography on the front of this insert are printed on stock coated with Dow Latex. When your printing requirements demand sharp, faithful reproduction such as this, your best bet is *always* latex coated papers.

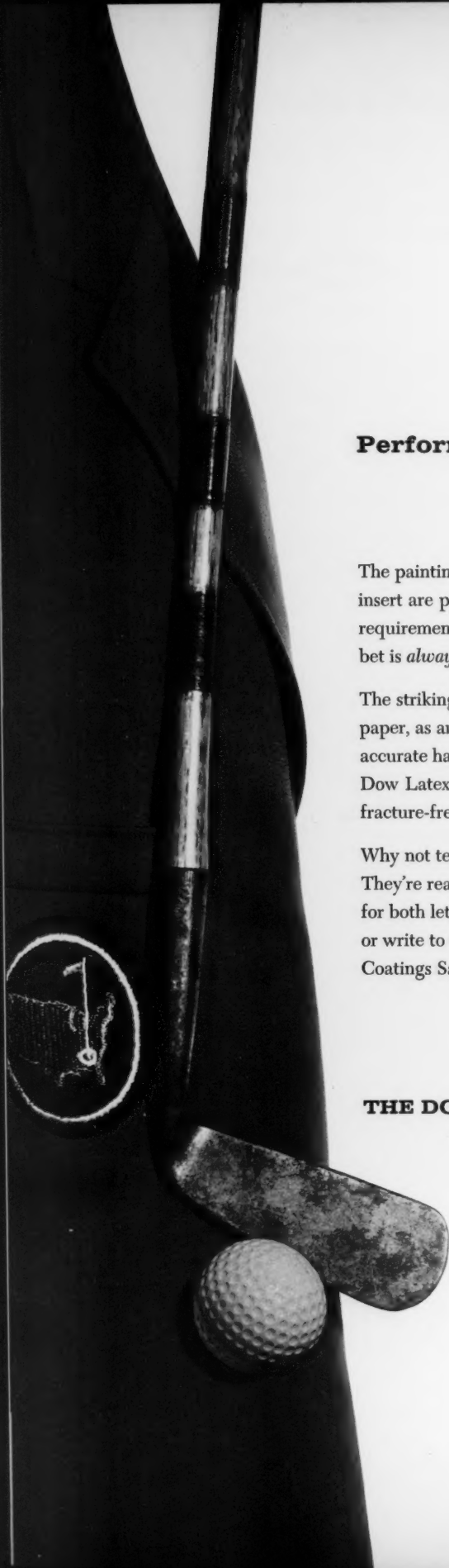
The striking contrast of rich and subtle hues is routine with latex coated paper, as are closely controlled ink receptivity, good resistance to water, and accurate halftone reproduction. Blended with other coating materials, Dow Latex assures excellent dimensional stability, smoothness, gloss and fracture-free folding.

Why not test the "Grand Slam" performance of latex coated papers yourself? They're readily available in a broad selection of dull and gloss grades, for both letterpress and offset. Ask your paper supplier about them, or write to us. THE DOW CHEMICAL COMPANY, Midland, Michigan, Coatings Sales Department 2328.



*This four color 150 line screen reproduction is printed on 100 lb. Offset Enamel.*

**THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN**



WI  
This fa  
bunda  
or spa  
amous

at the full s  
our Champ  
write dire

THE CHAMP



diamond white

LYNN ST. JOHN

## WEDGWOOD® COATED OFFSET

This famous Champion paper is now better than ever before, to give you a new foundation for color. Special press-proved coatings make it diamond white for sparkling reproduction. Tone values are truer, highlights brighter. Same famous high speed performance.

Get the full story from  
your Champion paper merchant  
or write directly to

THE CHAMPION PAPER AND FIBRE COMPANY, HAMILTON, OHIO



THE CHAMPION PAPER AND FIBRE CO. 1960

# THE PARADE OF CHAMPION MERCHANTS

QUALITY HOUSES THAT OFFER A QUALITY LINE OF PAPER

<b>ALABAMA</b> Birmingham.....The Whitaker Paper Company Mobile.....The Partin Paper Company Montgomery.....W. H. Atkinson...Fine Papers	<b>MARYLAND</b> Baltimore.....Garrett-Buchanan Company The Whitaker Paper Company	<b>OKLAHOMA</b> Oklahoma City.....Carpenter Paper Company Tulsa.....Beena Paper Company Tayloe Paper Company
<b>ARIZONA</b> Phoenix.....Blake, Moffitt & Towne Butler Paper Company Tucson.....Blake, Moffitt & Towne	<b>MASSACHUSETTS</b> Boston.....John Carter & Company, Inc. Springfield.....John Carter & Company, Inc. Worcester.....John Carter & Company, Inc.	<b>OREGON</b> Portland.....Blake, Moffitt & Towne Carter, Rice & Co. (Division of Carpenter Paper Company)
<b>ARKANSAS</b> Little Rock.....Roach Paper Company	<b>MICHIGAN</b> Detroit.....The Whitaker Paper Company Grand Rapids.....Central Michigan Paper Co.	<b>PENNSYLVANIA</b> Allentown.....Kemmerer Paper Company (Division of Garrett-Buchanan Company) Lancaster.....Garrett-Buchanan Company Philadelphia.....Garrett-Buchanan Company Whiting-Patterson Company, Inc. Pittsburgh.....The Whitaker Paper Company Reading.....Garrett-Buchanan Company
<b>CALIFORNIA</b> Fresno.....Blake, Moffitt & Towne Los Angeles.....Blake, Moffitt & Towne Carpenter Paper Company Oakland.....Blake, Moffitt & Towne Sacramento.....Blake, Moffitt & Towne San Francisco.....Blake, Moffitt & Towne Carpenter Paper Company San Jose.....Blake, Moffitt & Towne Stockton.....Blake, Moffitt & Towne	<b>MINNESOTA</b> Minneapolis.....C. J. Duffey Paper Company Inter-City Paper Company St. Paul.....C. J. Duffey Paper Company Inter-City Paper Company	<b>RHODE ISLAND</b> Providence.....John Carter & Company, Inc.
<b>COLORADO</b> Denver.....Graham Paper Company	<b>MISSISSIPPI</b> Jackson.....Jackson Paper Company Meridian.....Newell Paper Company	<b>SOUTH CAROLINA</b> Columbia.....Epes-Fitzgerald Paper Company
<b>CONNECTICUT</b> Hartford.....John Carter & Co., Inc. New Haven.....John Carter & Co., Inc.	<b>MISSOURI</b> Kansas City.....Carpenter Paper Company Wergame Paper Company St. Louis.....Acme Paper Company Shaughnessy-Kniep-Hawe Paper Company	<b>SOUTH DAKOTA</b> Sioux Falls.....Sioux Falls Paper Company
<b>DELAWARE</b> Wilmington.....Whiting-Patterson Co., Inc.	<b>MONTANA</b> Billings.....Carpenter Paper Company Great Falls.....Carpenter Paper Company Missoula.....Carpenter Paper Company	<b>TENNESSEE</b> Chattanooga.....Bond-Sanders Paper Company Knoxville.....The Cincinnati Cordage & Paper Company Memphis.....Tayloe Paper Company Nashville.....Bond-Sanders Paper Company
<b>DISTRICT OF COLUMBIA</b> Washington.....The Whitaker Paper Company	<b>NEBRASKA</b> Lincoln.....Carpenter Paper Company Omaha.....Carpenter Paper Company	<b>TEXAS</b> Amarillo.....Kerr Paper Company Austin.....Carpenter Paper Company Dallas.....Carpenter Paper Company El Paso.....Carpenter Paper Company Fort Worth.....Carpenter Paper Company Harlingen.....Carpenter Paper Company Houston.....Carpenter Paper Company Southwestern Paper Co. Lubbock.....Carpenter Paper Company San Antonio.....Carpenter Paper Company
<b>FLORIDA</b> Jacksonville.....The Jacksonville Paper Co. Miami.....The Everglade Paper Company Orlando.....The Central Paper Company Tallahassee.....The Capital Paper Company Tampa.....The Tampa Paper Company	<b>NEW HAMPSHIRE</b> Concord.....John Carter & Company, Inc.	<b>UTAH</b> Ogden.....Carpenter Paper Company Salt Lake City.....American Paper & Supply Company Carpenter Paper Company
<b>GEORGIA</b> Atlanta.....The Whitaker Paper Company Macon.....The Macon Paper Company Savannah.....The Atlantic Paper Company	<b>NEW JERSEY</b> Newark.....Central Paper Company Trenton.....Central Paper Company	<b>VIRGINIA</b> Norfolk.....Epes-Fitzgerald Paper Company Richmond.....Epes-Fitzgerald Paper Company
<b>IDAHO</b> Boise.....Blake, Moffitt & Towne	<b>NEW MEXICO</b> Albuquerque.....Carpenter Paper Company	<b>WASHINGTON</b> Seattle.....Blake, Moffitt & Towne Carpenter Paper Company Spokane.....Blake, Moffitt & Towne Spokane Paper & Stationery Co. Tacoma.....Blake, Moffitt & Towne Yakima.....Carpenter Paper Company
<b>ILLINOIS</b> Chicago.....Dwight Brothers Paper Company Parker, Schmidt & Tucker Paper Co. Decatur.....Decatur Paper House, Inc. Peoria.....Peoria Paper House, Inc. Quincy.....Irwin Paper Company Rock Island.....C. J. Duffey Paper Company	<b>NEW YORK</b> Albany.....Hudson Valley Paper Co. Binghamton.....Stephens & Company, Inc. Buffalo.....Hubbs & Howe Company Jamestown.....The Millcraft Paper Company New York City.....Forest Paper Co., Inc. Milton Paper Co., Inc. Pohlmann Paper Co., Inc. Reinhold-Gould, Inc. Royal Paper Corporation The Whitaker Paper Company (Bulkley Duntan (Far East) Bulkley Duntan S. A. Champion Paper Corp., S. A. For Export.....	<b>WEST VIRGINIA</b> Huntington.....The Cincinnati Cordage & Paper Company
<b>INDIANA</b> Fort Wayne.....The Millcraft Paper Company Indianapolis.....Indiana Paper Company, Inc.	<b>NORTH CAROLINA</b> Asheville.....Henley Paper Company Charlotte.....The Charlotte Paper Company Raleigh.....Epes-Fitzgerald Paper Company	<b>WISCONSIN</b> Milwaukee.....Dwight Brothers Paper Company
<b>IOWA</b> Des Moines.....Carpenter Paper Company Praft Paper Company Sioux City.....Carpenter Paper Company	<b>OHIO</b> Akron.....The Millcraft Paper Company Cincinnati.....The Cincinnati Cordage & Paper Company The Whitaker Paper Company Cleveland.....The Millcraft Paper Company Columbus.....Sterling Paper Company Dayton.....The Cincinnati Cordage & Paper Co. Mansfield.....Sterling Paper Company Toledo.....The Millcraft Paper Company	<b>CANADA</b> Toronto.....Blake Paper Limited
<b>KANSAS</b> Topeka.....Carpenter Paper Company Wichita.....Southwest Paper Company		
<b>KENTUCKY</b> Louisville.....The Rowland Paper Company, Inc.		
<b>LOUISIANA</b> New Orleans.....The D & W Paper Co., Inc.		
<b>MAINE</b> Augusta.....John Carter & Company, Inc.		

## THE CHAMPION PAPER AND FIBRE COMPANY

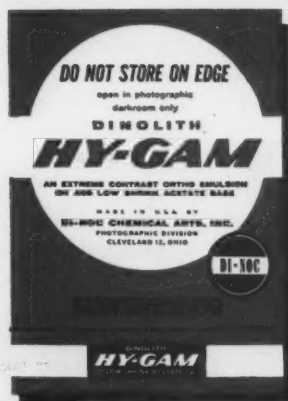
General Office: Hamilton, Ohio

Mills at Hamilton, Ohio . . . Canton, N. C. . . . Pasadena, Texas

FOR FULL INFORMATION ON HOW THIS ADVERTISEMENT WAS PRODUCED, WRITE OUR ADVERTISING DEPARTMENT, HAMILTON, OHIO



Di-Noc film  
offers  
supreme  
quality



A LABEL  
YOU SHOULD  
KNOW

## DINOLITH HY-GAM

here's what you'll find:

- exceptional contrast — emulsion Gamma over 14
- extreme density — up to 99.999% opaque
- unmatched versatility — superior negatives from any copy
- acute resolving power — no plugging or fill-in

This outstanding Di-Noc ortho lith film will give you better negatives *with no change in your present photo techniques*. Dinolith HY-GAM's high-contrast, high-density characteristics provide extreme latitude and acute resolving power which assure superior halftone or line negatives from the best or poorest copy.

Dinolith HY-GAM produces results of equal excellence in line work, contact screen halftones and glass screen halftones. Its extra density allows extensive correction by dot etching.

Compare Dinolith HY-GAM with your present film. Contact your nearest dealer for details and price lists. Or write the Home Office in Cleveland.

### DI-NOC CHEMICAL ARTS, INC.

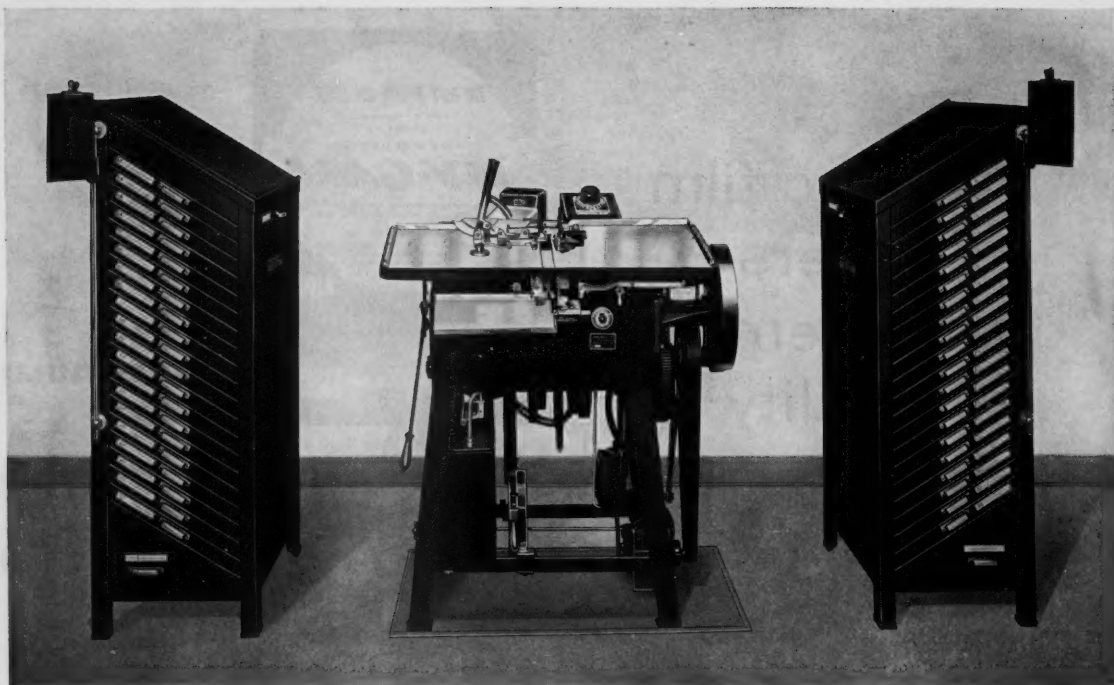
PHOTO PRODUCTS DIVISION • 1700 LONDON ROAD • CLEVELAND 12, OHIO

branch offices: New York City, 9 East 19th Street • Chicago, Illinois, 4522 West 16th Street • Utica, Michigan, 45834 Van Dyke Avenue

sales offices: Washington, D. C.; Tulsa, Oklahoma; Rochester, New York; and Menlo Park, California

subsidiary companies: Di-Noc Chemical Arts (Canada) Limited, 565 Davenport Avenue, Toronto, Ontario, Canada  
Cramer Dry Plate & Film Company, 1835 Shenandoah Avenue, St. Louis 4, Missouri





# ***Ludlow Simplicity...***

Simplicity in relation to Ludlow operation is not merely a descriptive term, but it is a most important factor in the production program for your plant.

First of all, the machine itself is simply designed for a single purpose—quick, accurate production of quality slug composition—without “gadgets” which often only hinder efficient operation. This simplicity makes for moderate operating and upkeep cost. Furthermore, the simplicity of Ludlow matrix assembly and casting enables capable compositors without any previous experience soon to produce satisfactory job and display composition.

Simplicity is only one of many reasons for the utmost satisfaction that many hundreds of users have found with the Ludlow System of all-slug composition.

**Ludlow Typograph Company** 2032 Clybourn Avenue, Chicago 14

Set in Ludlow Tempo and Record Gothic Bold



*For quality that never varies*

## Dayco Gold Seal® Blankets and Tru-Face® Offset Rollers

Here is a double-barreled combination that can give you the highest quality reproduction possible, regardless of length of run or press speed. Gold Seal Blankets and Tru-Face Rollers are built to work perfectly together with any stock ... on any press.

Gold Seal Blankets are built to the closest possible tolerance limits for absolute uniformity. They have no high or low spots and will not swell, emboss or peel. Gold Seal's exclusive construction provides faster recovery after "blanket mash" for truest fidelity of reproduction. What's more, blanket stretch has been reduced to even less than 2%.

Dayco Tru-Face Rollers are unaffected by seasonal weather changes or internal heat build-up, maintaining their exact dimensions at all times. In addition, they are virtually non-porous and have an ultra-smooth finish, reducing wash-up time to an absolute minimum ... with no chance of bleed back.

©Registered T.M., The Dayton Rubber Company

©D.R. 1960



Find out how Gold Seal Blankets and Tru-Face Rollers can "guarantee" full-run quality for your plant. ... Write today to: **DAYCO DEPARTMENT,**



**Dayton Industrial Products Co.**

Melrose Park, Ill.

A Division of The Dayton Rubber Co.

**West Coast Distributors:**  
Farwest Ink Co., Seattle,  
Washington; Albert Ladymon,  
Dallas, Texas; Walter W.  
Lawrence Co., Inc., Los Angeles;  
George W. Shively Co.,  
San Francisco.

**In Canada:** The Dayton  
Rubber Co., Ltd., Toronto.

**"THERE'S A GOLD SEAL BLANKET OR ROLLER FOR EVERY LITHOGRAPHIC NEED!"**

# 6 LEADING USERS TELL WHY



## *"improved tone reproduction"*

"Boost exposure on CRONAR Ortho A for highlight drop out and CRONAR Masking Films have greatly improved tone reproduction. CRONAR Films have reduced costs and simplified our assembly, stripping and color correction operations."

ZABEL BROTHERS CO., PHILADELPHIA, PENNSYLVANIA



## *"dimensionally stable"*

"Litho-Krome® requires dependable methods of color control. Dimensionally stable CRONAR Films have been an essential factor in our production."

LITHO-KROME CO., COLUMBUS, GEORGIA



## *"best emulsions"*

"High-quality standards demand the best emulsions. Du Pont's complete line on a single base—CRONAR Films—is our answer."

MUELLER COLOR PLATE CO., MILWAUKEE, WISCONSIN



# THEY PREFER CRONAR FILMS



## *"uniformity"*

"The uniformity and dot etching qualities of CRONAR Litho Films saved us untold dollars over the past four years."

REPRO-ART CO., LOS ANGELES, CALIFORNIA



## *"complete line"*

"We've found that Du Pont's complete line of CRONAR Films do outstanding work—from separations to masks to half-tones."

BELL-HORTENSTINE CO., CINCINNATI, OHIO



## *"service"*

"We like Du Pont's service and technical assistance. This support plus a quality product are two reasons why we use CRONAR Ortho A."

WESTERN PRINTING & LITHOGRAPHING CO., POUGHKEEPSIE, N. Y.

CRONAR Films have met the approval of exacting cameramen, lithographers, engravers and gravure printers in leading shops everywhere. The emulsions are turning out superior results *on the job*, where performance really counts. And CRONAR polyester base is recognized as the most rugged dimensionally stable support ever developed. In short, CRONAR Films have been *proven in use*. A DuPont Technical Representative will be pleased to prove their advantages to *you*. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.

 Symbol and CRONAR are DuPont trademarks for polyester graphic arts films.



**Better Things for Better Living  
... through Chemistry**



# dK

## durolith

### "Wipe-on"

## Aluminum Plates

**World's Finest *Precision* Grained Aluminum Plate**

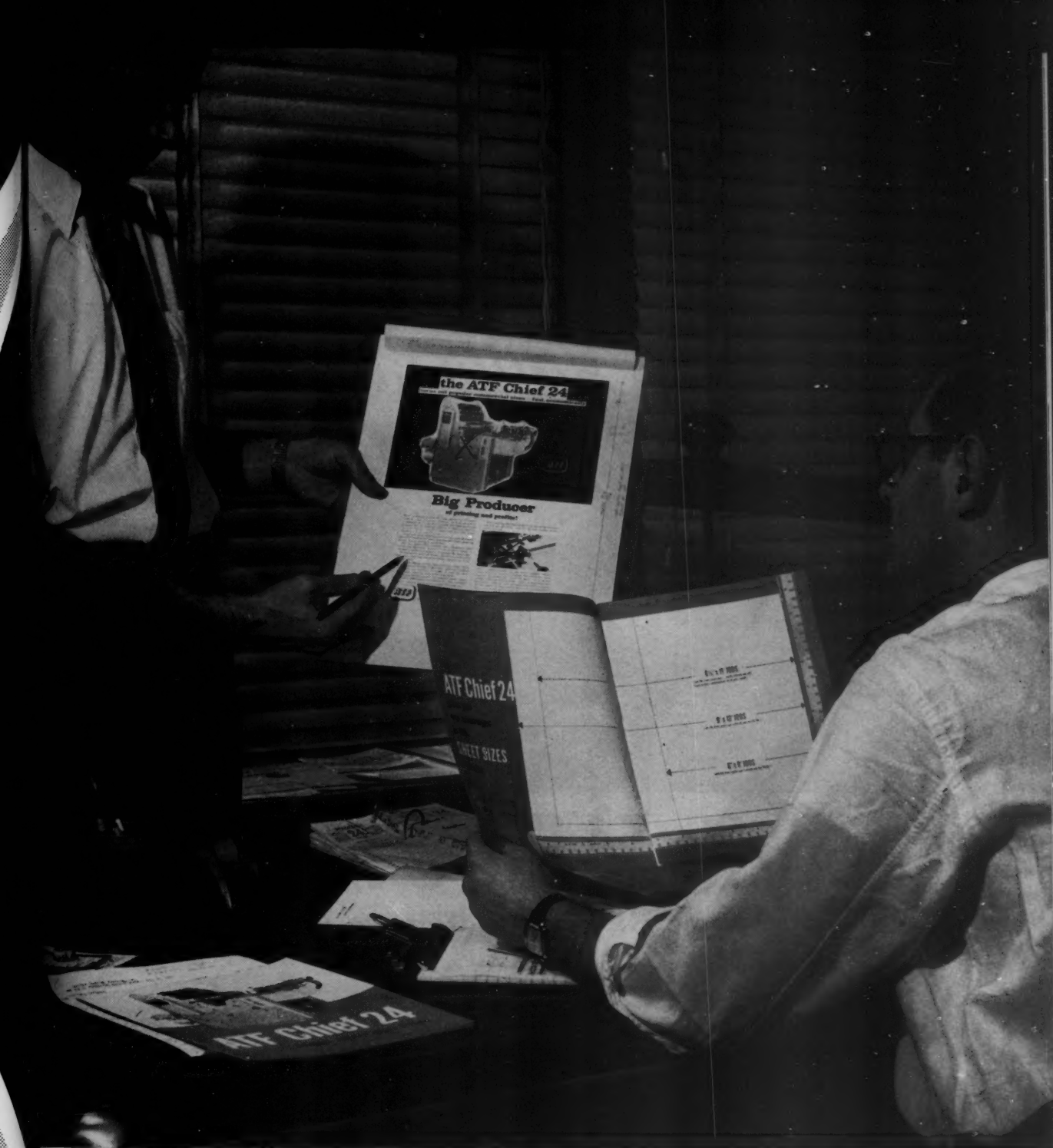
**Manufactured by Capital Regraining Corp., Washington 2, D. C.**

For Information, Contact:

Agents:  
Washington Duroolith Sales, Inc.  
1028 Connecticut Ave., N.W.  
Washington 6, D. C.  
ST. 3-8579

Technical Representative:  
Gerald Shadlen  
11 W. 17th St.  
New York 11, New York  
AL. 5-3670

Agents:  
Charles Cusumano  
158 Manhattan Ave.  
Brooklyn 6, New York  
EV. 8-0122



*"This job is 8½ x 11" full bleed. If we put it on the new ATF Chief 24 we'll get at least 19,500 per hour."*

THE CHIEF 24 FEATURES SPEEDS UP TO 6500 IPH—HANDLES 8½ x 11" (WITH FULL BLEED)  
OR 9 x 12" JOBS FOUR-UP. *Write for Literature.*



## American Type Founders

200 Elmora Avenue, Elizabeth, New Jersey

ATF type faces used in this advertisement: Century Schoolbook with Italic and Craw Clarendon Book



# Bumper Crop of 65 Million Advertising Opportunities!

## kleen-stik® FLEX-STIK "B"

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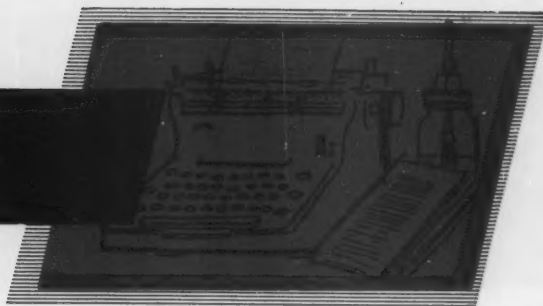
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## EDITORIALS



### **Web-Offset Still Booming**

WITH all the talk about new developments in the graphic arts, one trend seems to dominate attention wherever lithographers meet: web-offset.

In the past few years, at litho club meetings, trade association gatherings and at informal bull sessions, the subject of rotary web-fed lithography has inevitably come up, accompanied by a spirited discussion.

ML learned the true extent of this interest recently when it sold, in just a few months, nearly 2,000 reprint copies of John Scouller's excellent series of articles on web-offset. (*Copies still available at \$1.50 each*).

Last month, in New York, the Young Lithographers Association drew a big crowd to hear a discussion of "Web-Offset Today," and the sessions devoted to the process at the LPNA convention in Florida were among the best attended at the meeting.

The tremendously high speeds of web-offset, the ability to use everything from newsprint to letterpress coated stock, the flexibility that can be achieved with colors and the advantage of sheeting, bundling and folding right at the end of the press have made web-offset highly competitive with rotary letterpress. Some lithographers who have compared costs with sheet-fed offset declare that "you get your folding free on web-offset equipment."

As for speeds, one company announces that it is building a web unit that will lithograph 2,500 feet of paper a minute! And web-offset holds the plate tight while rotary letterpress has a tendency to "throw" the heavier plates at very high speeds. Furthermore, web-offset can utilize a lighter film of ink with stronger pigments than equivalent letterpress equipment.

Of course, web equipment is expensive and it certainly isn't suitable for every shop nor every kind of business. But it is going into new markets

every year and the manufacturers are making the units more flexible than ever before. Fairly small web presses are being offered that can be used for job work ;and giant four- and five-color perfecting and double-ender units are being built to turn out five million digest size pages an hour. No wonder web-offset is such a hot topic wherever lithographers meet!

### **NALC: Time for Action!**

WHEN the National Association of Litho Clubs meet in Boston May 19-21, there will be resolutions and counter-resolutions, proposals and more proposals. Nearly everyone is agreed that a permanent, paid executive secretary is vitally needed by NALC, but almost no two clubs agree on exactly how this laudable objective should be attained.

ML has strongly supported this idea for the past few years, both on this page and in our expanded Litho Club section. We feel it is not particularly important exactly how the proposal for financing and choosing an executive secretary is worked out, but that it is imperative that *some* program be approved in Boston.

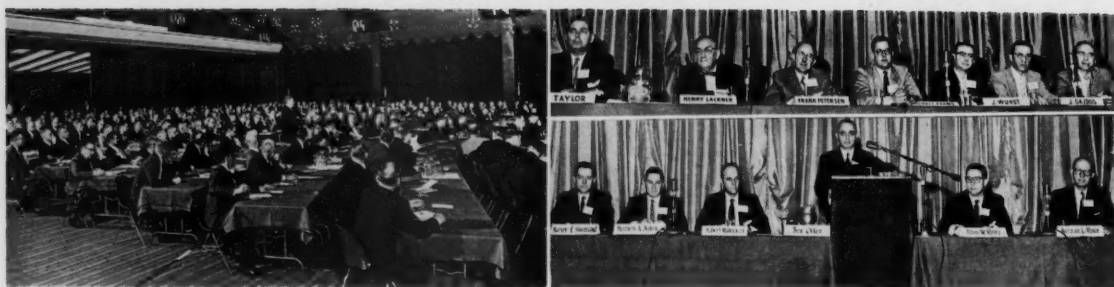
One thing is certain—the surest way to kill the idea is to return it to committee, for another year of talk, talk, talk.

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### *Quote of the Month*

*'The use of lithography for packaging has grown because of a number of advantages lithography has over letterpress . . . use of the blanket, cheaper plates, less makeready, higher press speeds . . . and an organized research program.'* — Michael H. Bruno, LTF. (See page 91).

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A view (left) of the record crowd at the PIA Web-Offset meeting, in St. Louis, April 20-22. Panel at top right discussed "Web-Offset Production

Problems;" and at bottom right covered "Results of Survey of Technical and Mechanical Problems Encountered in Web-Offset."

## Web-Offset Section Draws Record Attendance in St. Louis

THE 1960 meeting of the Web-Offset section of the PIA, opened April 20 with the largest registration in its history. A total of 375 people registered for the meeting at the Chase Hotel in St. Louis. This represents an increase of 25 percent over last year's attendance. More and more progressive minded lithographers are turning out for this annual meeting of the highly specialized branch of the lithographic industry. One might think, as the competition in this field becomes more keen, that there would be a reluctance on the part of many lithographers to impart the fruits of their labors and the benefits of their experience to others, this, however, is not the case.

The meeting began Wednesday afternoon with a luncheon at the Chase Club in the hotel, with a keynote speech by William Weber, executive secretary of the Lithographic Technical Foundation. President James Johnson led off the first session with a talk about the future and outlook for the industry, which he feels are very good.

In line with the theme of the meeting, "Web-Offset Looks to the Fu-

ture," Hyman Safran, Safran Printing Co., Detroit, presented a talk entitled "Web-Offset Yesterday, Today, Tomorrow — Inventory 1960." He reviewed the growth of web-offset, particularly during the last few years, pointing out that today, high-quality four-color process work is coming off large four-and five-unit web-offset presses running at speeds ranging from 600-1,000 feet a minute. He attributed this achievement to better equipment being made available by manufacturers, longer-life plates, improved heat-set inks, blankets and rollers, and improved heating and folding facilities. He stressed the fact that there are still many production problems which must be overcome and this can be achieved only through the cooperative efforts of the users of web-offset equipment and the manufacturers and suppliers.

Dr. William Braasch, printing director of the American Newspaper Publishers Research Institute, New York, spoke on "The Selection and Training of Web-Offset Press Crews."

Dr. Braasch started by stating that "pressmen do not work." His contention was that 80% of a pressman's

work is done by the machine, and that the other 20% of his working day is primarily brain work. According to the speaker, knowledge, both in administration and production, is and can be the difference between profit and loss, and if a printer provides his people with this knowledge, and then brings in the proper machines to do the work, he cannot help but succeed.

Dr. Braasch's work with the Institute has brought about a number of innovations in the training of printing personnel. The method he advocates is much the same as that used by the Armed Forces in the training of large numbers of personnel in short periods of time. Courses are broken down into basic components in press techniques and procedures, such as the nomenclature and functions of the complex mechanical assemblies on equipment. The ideal student for this type of training, says Dr. Braasch, has some scientific background, along with a good mechanical sense.

With the advent of involved equipment, electronic controls and pneu-

matic and hydraulic equipment, college level training in physics, chemistry, or mechanical or electrical engineering are a distinct advantage to the employer and to the employee.

The question of how to recruit this type of personnel into the printing industry has arisen, he said. The day of the "6 and 50," the strong back and the small mind is over. The need is for a much higher type of apprentice, if a shop is to operate successfully with the newer machines, being produced today and those which will be available in the future.

Oran Brown, industrial relations director of the Rand McNally Co., Skokie, Ill., followed Dr. Braasch with a discussion along the same lines, that is, the selection, testing and training of personnel. One of his incisive remarks was that even progressive-minded business people, do not, as a rule, take as much trouble to select and train those who are actually producing work, as they do with their sales force. His point is, if we cannot do the present jobs well, salesmen will not be able to sell future jobs. Mr. Brown made a point of stressing the importance of safety education, as an important part of successful operation.

Mr. Lyle interjected an idea often overlooked by employers, that is, few ever bother to test employees for color blindness and color perception. There is no point, he said, in expending time and effort in training a man to run



James N. Johnson, (l) president of Web-Offset Section, presents plaque to Henry J. Schultz, first president of the section, commemorating his services to the section and the industry.

a press, if due to such a physical deficiency he cannot ever be fully effective.

At the dinner meeting, at the Starlight Roof of the hotel, B. D. Chapman, production operations manager of Time, Inc., New York, traced the beginnings of web-offset printing. It was quite rude in those days, he said, compared to what is being produced today in some member plants. Mr. Chapman's topic was "How Web-Offset Can Serve the Publishing Industry," in which he showed how the industry has assisted in the development of materials and machines over the years since the first early attempts at rolled offset work.

According to Mr. Chapman, web printing is here to stay, and while it will not, in his opinion, displace the other two processes, it has made great inroads into the hold that the

letterpress and gravure plants have had. He cited the fact that *Fortune* magazine will print over 250 pages by web-offset this year. *Time* magazine itself has been printed by web-offset in a number of locations, for some time. An important advantage of the offset process in the magazine field, he added, is the relatively low cost of furnishing additional positives of multicolor ads for use in other additions.

All these, plus the improvements in the long running plates, better controls on the machines and more know-how will improve web-offset's position in the publishing industry.

On Thursday the panel which discussed "Web-Offset Production and Production Problems," had as its members Charles Cook, Haynes Lithographing Co.; Michael Evans, Veritone Corp.; Joseph Gajdos, Inland-Magill-Weinsheimer Corp.; Frank Petersen, Standard Publishing Co.; John Wurst, Harry Wurst Inc.; and Thomas Taylor, McCall Corp. The panel covered its topic by answering a series of 72 questions which had been submitted by pressmen who operate web-offset equipment in 11 different plants. The questions dealt with six categories in web-offset production—paper, press, plates, blankets, rollers, and ink.

Friday's panel discussed results of a survey of technical and mechanical problems.

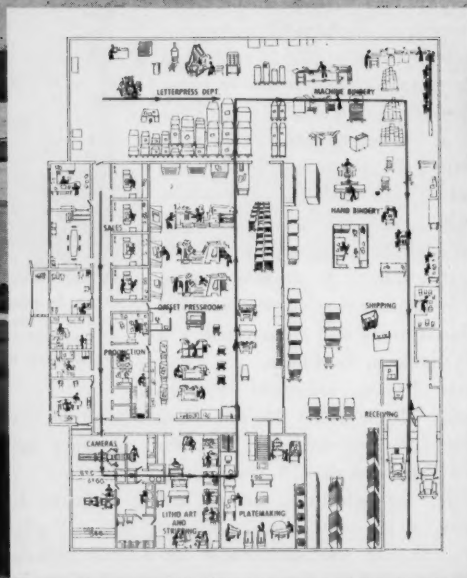
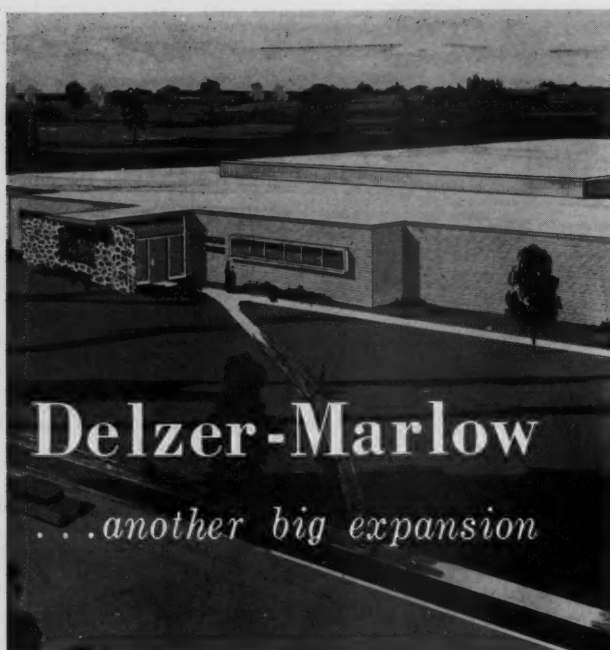
(Continued on Page 141)

Members of the Web-Offset Section discussing points brought up at the sessions of the meeting. Left to right are Bernard Green, Majestic Press; Henry Rentschler, Nebraska Farmer; Hyman Safran, Safran Print-

ing; William Bell and Frank Petersen, Standard Publishing Co.; Carl Denman, World Color Co.; Mervin Levine and Henry Levine, Mercury Lithographers.







**I**N the past 15 years, MODERN LITHOGRAPHY has published dozens of success stories about litho plants—large and small, in all parts of the country—that have enjoyed rapid expansion in plant space, equipment and sales.

Probably no growth story has been more dramatic than that of Delzer-Marlow Lithograph Co., Waukesha, Wis. Three major expansions in 10 years have characterized growth of the Company, which celebrated its eleventh anniversary last month, in a new, 40,000 sq-ft. plant, recently completed in Waukesha, a community of 30,000 15 miles west of Milwaukee.

#### **Started as Two-Man Shop**

Started in 1949 in a small, one story converted warehouse, the company was a partnership between a young CPA and a journeyman lithographer, specializing in industrial advertising literature. Warren Marlow, a graduate of the University of Wisconsin, had worked for a public accounting firm before moving into printing office management and sales. Armand Delzer attended Carroll college in his hometown, Waukesha, then enrolled at the University of Michigan and, after that, took courses at the Layton School of Art in Milwaukee. Leaving Layton during the depression Mr. Delzer apprenticed in the lithographic trade at a large lithographic plant in Chicago before working in Detroit, San Francisco and later Milwaukee. In the young company, Mr. Marlow was the salesman and served as the office staff while Mr. Delzer was the production force, reigning over a Multilith 1250.

Not long after, a retired photoengraver, Herbert Ehmk, joined the company to take over sales. Today he serves as sales manager with a crew of six men.

By 1952, an addition of 5,000 sq ft. was needed to house the growing company. Two year later, another building

expansion of 3,000 sq. ft. was required to provide for paper storage and to house a newly-added pamphlet bindery.

While the addition of lithography to letterpress shops has been noted as a national trend in the past 15 years, what might exemplify a minor counter-trend is the installation of a letterpress department in the new Delzer-Marlow plant. The department includes machine and hand composition, makeup, precision proving and automatic, platen presswork for imprinting. It is strictly a service department to the primary and dominant lithographing operations.

"In fitting our new plant to our customers' needs," Mr. Delzer explained, "we have attempted to incorporate the best plant and production engineering available. Our whole capitalization program is geared to greater customer service."

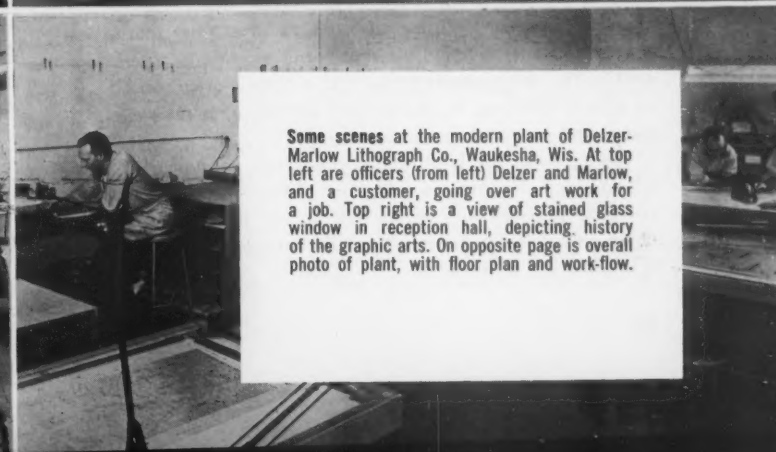
#### **Modern Plant with 60 Employees**

More than 60 employees work in the new plant, including a second shift crew for platemaking, press and bindery operations. Located on a slightly sloping, seven-acre plat, the plant is built on two levels. The lower level of about 10,000 sq. ft. is on grade with the parking lot, and includes locker rooms with showers, lunch room, a fire-proof security vault, and heating, air conditioning and other equipment.

There is, in addition, a completely enclosed loading dock, large enough to accommodate two semi-trailer trucks. An adjustable loading platform permits rapid stock handling from truck bed to shipping platform.

General offices and all production facilities are located in the 30,000 sq. ft. second level, which is on grade with the higher portion of the land. A striking feature of the building is the fieldstone and glass entrance foyer, domi-





Some scenes at the modern plant of Delzer-Marlow Lithograph Co., Waukesha, Wis. At top left are officers (from left) Delzer and Marlow, and a customer, going over art work for a job. Top right is a view of stained glass window in reception hall, depicting history of the graphic arts. On opposite page is overall photo of plant, with floor plan and work-flow.

nated by a 90" x 130" stained glass window. Symbols and figures indicating the development of writing are interwoven with the three dominant representations of Advertising, Gutenberg, and the inventor of lithography, Alois Senefelder. The window was designed and created by A. Timler of the Conrad Pickel Studios.

The entire plant is temperature and humidity controlled, with lighting in production areas engineered for accurate color control. There are no windows in the plant. Management offices and customer conference rooms, which are the only areas exposed to outside light, extend on either side of the main entrance. To permit expansion, the production and sales offices have movable partitions.

#### **Central Control of Production**

Production facilities in the plant are arranged for convenient control and central accessibility to the production office, where Benjamin Thiel, plant manager, exercises control over all plant operations. Donald Zuehlke joined the firm in 1950 as controller and office manager.

Lloyd Davies is advertising and sales promotion director.

Photographic facilities include two Robertson gallery cameras. The darkrooms are self-contained and include Brown temperature controlled sinks. Directly adjoining the individual darkrooms is the stripping and masking area equipped with eight light tables. Platemaking facilities include plate whirlers, a 50" x 60" Nu-Arc exposure table, two vacuum printing frames and developing sinks for production of albumin, deep-etch, presensitized and copperized deep-etch plates.

Roger Kohl is foreman of the camera, litho-artist and plate making departments.

Additions to the line of lithographic presses moved from the old plant include a Harris 25" x 38", two-color which was installed and operating in the new quarters several weeks before the rest of the plant was moved. Installation of a Harris 41" x 54", single-color was completed in January. Other Harris presses moved to the new location include a 23" x 36", two-color; two 23" x 30", single-colors; a 17" x 22", single color; and, two model 1250 Multilith duplicators, one of which was the original equipment of the company. Harold Nelson is pressroom foreman.

Bindery equipment moved from the old plant includes a 41" and a 35" Seybold paper cutter, a Christiansen gang-stitcher, a hand operated side-stitcher, a Lawson multiple head drill and two Baum folders.

More than 5,000 sq. ft. of paper storage area permits skid and palletized storing of stock at pressroom temperature and humidity. Customer forms storage is adjacent to the shipping platform, and a plate storage area of almost 3,000 sq. ft. is presently serving as a maintenance and construction area.

"Our growth has been almost completely in industrial advertising," Mr. Marlow told ML. "While we now offer complete process-color service, we do not intend to become only a 'color house.' We will continue to produce a wide variety of work."★

#### **Young Lithographers told of**

## **Expanded Market For Web-Offset**

PREDICTIONS of an expanded market for web-offset and vastly improved presses were made in New York last month by representatives of two web press manufacturers. Both W. Howell Lee and George Brody told the Young Lithographers Association that new uses are being found for web-offset, that it is highly competitive with rotary letterpress and that press speeds are being increased to make the units even more productive.

Mr. Lee is regional manager of the Web Division of American Type Founders, while Mr. Brody represents the Frederick H. Levey Co.

Web-offset, long popular for production of long-run catalogs and advertising pieces of standard size, has potentialities in foil, cloth and even tin-plate lithography, according to the speakers. So far it has been limited in carton printing because of the many variables in cut-off in that field.

All kinds of plates can be used on web presses—from presensitized to tri-metal—depending entirely on the nature of the job and the length of run, they explained. Lithographers have found that the web-offset presses, when carefully operated, "can hold register for hours." Longer runs are possible on web equipment than on sheet-fed, they added, because less water is needed and packing can be standardized. Furthermore, they said that most lithographers have experienced little trouble with newsprint and letterpress stock—many finding the latter easier to handle than offset paper, and, of course, cheaper.

"If the job can be fitted to the web-offset press," Mr. Lee asserted, "big economies can result for the litho shop. And with folding and sheeting right on the press, many firms figure they get their folding 'free' on a web-offset press, as compared with handling the job on sheet-fed equipment."

Not all web presses are giants, Mr. Lee added. In fact, he stated, some of the smaller web-offset units can be competitive in the job field. Both men described the wide variety of color work that can be handled on web presses, such as four colors on one side of the sheet; two colors on each side; etc.

Mr. Brody traced the history of his company's interest in the web-offset field, and told about construction of large common-impression cylinder units for the production of foreign language editions of *Reader's Digest*. He said his company is building

*(Continued on Page 105)*

# ***Will NALC Vote for Dues Increase And Paid Executive Secretary?***

***These two controversial questions are expected to attract  
record attendance at Boston convention of clubs, May 19-21***

THE 15TH annual convention of the National Association of Litho Clubs in Boston this month is expected to be one of the best attended in the history of the organization.

There are two reasons: the well-planned and well-executed direct mail campaign by the Boston committee, headed by James Fraggos, and the controversial questions about obtaining a paid executive secretary and finding the money to pay him.

NALC will meet May 19-21 in the Statler Hilton Hotel.

The mid-season three-way phone conference in January meeting set the stage for the convention. At the regional gatherings, there was widespread enthusiasm for obtaining a paid executive secretary and a permanent headquarters for the association, but little unanimity on how to finance the project.

Just before convention time, ML learned from various sources that these proposals will very likely come up for lengthy discussion at the Boston meeting of delegates from more than 30 litho clubs in all parts of the country:

## ***Many Proposals***

- At least one club will instruct its delegates to seek further clarification of the need for an executive secretary before approving the plan. Several clubs are known to oppose the plan, at least for the present.

- Several other delegates will speak out strongly for a plan to obtain an executive secretary no later than 1962.

- The proposal for a full-time executive secretary will be countered by a proposal, supported by several clubs, that a professional service organization (an organization that handles the affairs of several trade associations in one office) be utilized to save money.

- There will be a discussion about increasing dues to finance this expanded program. Several clubs are expected to oppose any dues increase, but most are believed to be in favor of an increase, probably to \$3 a year. One club will ask for a graduated increase of 50 cents a year, for three years, rather than an outright increase of \$1.50 to the present dues of \$1.50 a year.

The Boston convention committee has generated quite a lot of pre-convention interest in the meeting with a well-timed series of mailings, many in four-color process, to describe the many attractions of Boston and vicinity, including the "Freedom Trail." A full program of events for the ladies is expected to increase the feminine attendance.

## ***Opening Session***

The convention will open on Thursday afternoon, after a luncheon for NALC officers, past presidents and convention committee members. After opening remarks by Mr. Fraggos, Boston Litho Club president John Conlon and NALC president Fred Fowler, Russell Waddell, NALC education chairman, will present an informal program at which delegates from various clubs will tell how they

conduct their meetings, increase membership, obtain speakers, etc.

A buffet supper and dance will highlight the first evening.

The general business session will open Friday morning, with reports of officers and the various proposals for obtaining an executive secretary and increasing dues. Following a luncheon and guest speaker Irving Wer-mont, the NALC business meeting will be resumed in the afternoon, including election of new officers.

## ***Quiz Session***

A quiz program has been scheduled for Saturday. Herbert L. Borden, Hub Offset Co., has assembled a group of panelists to cover various offset topics. These include the following: PAPER—Albert Reynolds, S. D. Warren, and Richard Chopin, Kimberly-Clark; PLATES—Merrill N. Friend, Sumner Williams and Raymond Faulkner, Buck Printing Co.; PRESS—A. A. Richards, Recording & Statistical Corp.; and John Grady, Concord Lithograph Co. CAMERA—John M. Lupo Jr., Di-Noc, and John Centa, DuPont; INK—Frank Mara, GPI, and Dominic Bernardi, IPI, and FOIL PRINTING—James Trousdale, Anaconda Aluminum.

Moderating the morning and afternoon question-and-answer sessions will be James F. Beldotti, Rand Avery-Gordon Taylor, and Albert Materazzi, Litho Chemical and Supply.

The annual banquet, with entertainment and dancing, will conclude the program on Saturday evening. The ladies' program includes a tour of historic spots and a fashion show.★



# AMS Has Success with Pre-Treated Rub-On Plate

*Army Map Service gets runs up to 100,000 with a pre-treated aluminum plate used with diazo rub-on coating. Time and money are saved and the graining process is all but eliminated.*

By Michael J. Geary

Washington Correspondent

SINCE the elimination of the use of the litho stone, constant development in lithographic plate processing has made questionable the terminology "conventional platemaking procedure." The use of press plates of grained zinc and aluminum replaced the stone many years ago and during the past decade the advent of presensitized metal has replaced the "conventional" grained plate in many instances, particularly in runs of 50,000 or less.

To the progression of stone, zinc, and presensitized metal an entirely new concept in plate processing was recently presented to ML. We refer specifically to a recent plant visit to Army Map Service in Washington, D. C. There, ML learned that pretreated metal is only one of the many innovations in lithographic plate processing. The conventional tub plate graining equipment and the plate coating whirler are no longer being used at AMS. The plate in full production use today is brush-grained and pretreated by the manufacturer and is coated by rub-on methods.

## Research Pays Off

How did this new change suddenly take place? The Army Map Service tells us that it didn't "suddenly take place" and that it is the direct result of considerable research which commenced as far back as 1952. It was also indicated that the process is no longer considered new at AMS, since it has been in practical use since 1958.

In 1952, AMS initiated a development project to improve and simplify the equipment, materials and methods used in the preparation of metal press plates. The first attack by the researchers was an attempt to eliminate the tub-graining procedure. After a series of tests, it was determined that a satisfactory surface could be made on zinc and aluminum by brushing the plate with pumice powder or a combination of pumice and a detergent. In the beginning, this operation was accomplished by hand scrubbing and later replaced by a power-driven, hand operated brush. In 1956 the brush was replaced by a commercial plate buffing machine which was a coordinated development of AMS and industry.

This machine produced an even more favorable surface, and in 72 man-hours, could supply sufficient surfaced plates for a full week's plant requirement. The expensive tub grainer with sand and marbles had outlived its usefulness at AMS.

But the smooth-surfaced, brush-grained plate presented other obstacles in the cycle of plate processing. Early in its development, it was learned that the casein coating being used was not compatible with the smooth surface. Simultaneous tests were conducted to develop a coating which could be used to best advantage with the brush-grained plate. First improvement was the development of PVM/MA—Protovac coating. This coating, developed by AMS, proved to be an excellent sensitizer on both zinc and aluminum, and on either tub-grained or brush-grained plates. The coating also eliminated the pre-etch step in processing.

## Plate Coating Tests

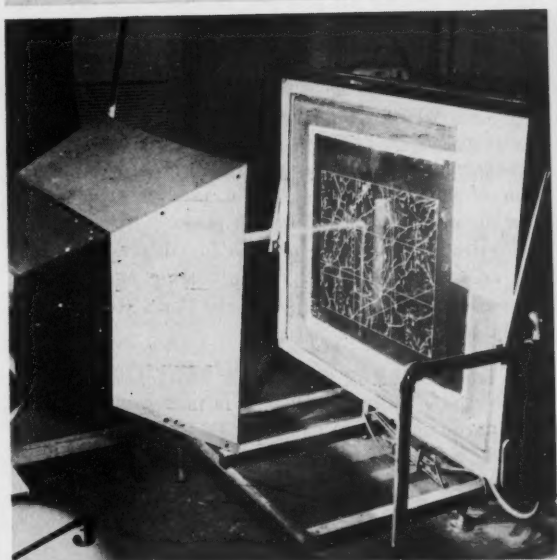
As the time and money-saving brush-grained plates with PVM/MA coating were put into production, the researchers then took on the task of attempting to carry over the time saving economy to plate coating. Since the Reproduction Division had successfully developed rub-on coating for plastic proof materials, it was considered feasible that such a process for metal plates, if developed, could eliminate expensive plate coating equipment, reduce production steps and save time. The problem was taken under study and the researchers delivered a modified PVM/MA coating capable of rub-on application.

The plates were counter-etched, coated by rub-on methods, exposed, lacquered, inked and developed in an ammonia bath, then gummed.

Looking now for a plate that required no counter

Six steps in preparing plate: 1. Removing pre-treated plate from slip-sheeted package. 2. Applying light-sensitive coating, by rub-on method. 3. Exposing plate after coating. 4. Rubbing on developing lacquer. 5. Washing off excess developer. 6. Gumming plate.





etching, AMS consulted private industry and tested six plates by commercial manufacturers.

**PLATE "A":** These aluminum plates were grained and pre-etched by the manufacturer. A modified PVM/MA coating was rubbed on, the plate was exposed, lacquered, inked, developed in ammonia solution and gummed up. The plate was tested with satisfaction on the press.

**PLATE "B":** Plates were made of acetate and paper, laminated to aluminum, total thickness, .011". Plate was coated by rub-on of a diazo coating, exposed, desensitized and inked. It was impossible to tusche on this plate.

**PLATE "C":** Aluminum, pre-treated .009" thickness. Tested with PVM/MA coatings, one of which, three parts PVM/MA and five parts Protovac, produced a plate capable of rendering 40,000 quality impressions.

**PLATE "D":** AMS brush-grained zinc, treated by rub-on of a commercial sensitizer and lacquer and desensitized with standard AMS etch. Satisfactory plates resulted.

**PLATE "E":** Commercial presensitized plates exposed and then developed with combination desensitizer and lacquer. Excellent pressroom results.

**PLATE "F":** New ungrained aluminum, in combination with commercial chemicals. The steps included a degreasing of the metal, washing, desensitizing, coating by rub-on, exposing, lacquering, inking, developing in ammonia bath and gum-up etch. Good pressroom results and the metal could be used again by giving it a degreasing bath.

After the testers arrived at an evaluation of these processes, it was determined that the study should continue to include pre-treated metal plates. The pre-treated plate is produced from roll aluminum and is brush grained and chemically treated by the manufacturer to prevent oxidation of the metal and to prepare the surface for application of a sensitized coating solution. Once cut from the roll, the plate is not reused, but production methods allow the product to be competitively priced. The used metal has a reclaim value. Evaluation of multiple production tests proved this type of plate to be ideal for rub-on coating, combining simplicity, quality and economy.

#### **Pretreated Aluminum**

Pretreated aluminum .009 inches in thickness, was obtained from a commercial supplier, liquid diazo sensitizer and image developer from another, and a third supplied liquid diazo sensitizer, desensitizer and lacquer. The plates were used separately with each of the diazo products and each produced excellent results. After producing 40,000 quality impressions, the image showed no visible signs of wear. Although the 40,000 impression factor was an arbitrary selection for test purposes, successful runs of 100,000 have been accomplished.

Production personnel were instructed in the new processing methods, and one offset press was assigned production work, using  $24\frac{5}{8}$  x 30" x .009" plates. Some tearing at the clamps and excessive denting was experienced in processing and handling this thin plate on the press and the manufacturer was instructed to furnish

.012" metal. The production results were quite gratifying.

The plate is put on the press as received from plate room. No wash out of developing ink is required. The water fountain is set at minimum capacity, and as with presensitized plates, it is not necessary to change roller pressure or cylinder packing because the metal is of constant thickness.

In the course of the study, it was found that the diazo materials, in liquid form, lacked stability and showed a brief two-week shelf life. The manufacturers were asked to provide a powdered diazo, with long shelf life, that could be dissolved immediately before use. A powdered diazo was produced by the manufacturers, requiring the dilution with a small quantity of water, to which was then added a special solvent. After adequate testing, the liquid diazo was replaced by the new dry item which presented no shelf life problem. In addition, a dry, diazo powder in capsule container is available for mixing with only a measured amount of water. The production assignment proved the pretreated, rub-on coated plate to be far superior to previously used methods.

Army Map Service then declared surplus, all graining equipment and plate coating equipment with the exception of certain whirlers still in use for some plastic coating and occasional deep-etch plates.

Pretreated plates were ordered for all press sizes and the pre-treated plate and rub-on coating methods were adopted for full production at the AMS Reproduction Division.

#### **Side Effect of Research**

Ironically, but not uncommon in progressive researching, the search for one product to assist another often ends in the elimination of the original subject. At AMS the search for a coating compatible with the brush-grained plate and the eventual findings has all but eliminated the graining process entirely, brush or otherwise. However, for their labors in this cause, AMS has made available a lot of valuable information for other lithographers, both governmental and commercial.

The AMS procedure for platemaking from pretreated metal and rub-on coating is quite simple, and eliminates several techniques and chemicals. It was emphasized at AMS that cleanliness in handling pretreated plates and the safeguarding against contamination of solutions is of utmost importance.

**TO MIX THE COATING:** Mix the diazo powder with liquid, according to specific directions on the container. Shake vigorously until all tiny particles are dissolved. Coating is now ready for use. When possible allow mixed solution to stand overnight, but this is not necessary.

**APPLYING LIGHT SENSITIVE COATING:** (Use subdued or yellow lighting).

a. Place a pretreated plate on work table. Tape it on top of a *clean* sheet of paper, larger than the plate. No counter-etch or pre-etch is required.

b. Pour  $\frac{1}{4}$  ounce of coating in the center of the pretreated surface and spread with a lint-free wiping pad.

First, coat the plate across the grain, then coat with the grain. (Do not use a pad that has been exposed to light since previous use; has come in contact with any other chemicals; or has dried out.)

c. Fan dry for approximately one minute.

d. Exposure time will vary with the type of sensitizer used. Exposure is deemed sufficient when Step No. 7 of an LTF Sensitivity Guide prints solid.

e. Remove plate from frame and tape to work table again on top of *clean* paper larger than plate size.

f. Pour approximately  $\frac{1}{2}$  ounce of Image Developer in center of plate. Using a clean lint-free wiping pad, wipe the Image Developer over the entire plate and develop for not less than one minute, applying adequate pressure to produce a deep colored image. (Dependent upon type of image developer used).

g. Wipe off excess developer with clean cheese cloth pad.

h. If the image is not dark enough, repeat steps f. and g.

i. Place plate in sink and wash off excess developer.

j. Apply thin coating of Gum ( $2^{\circ}$  Baumé) and dry. Plate is ready for the press.

The Army Map Service research and testing in actual production work have indicated that the pretreated plate with one of the rub-on coatings can accomplish the following:

1. Runs in excess of 40,000 impressions without loss of quality (especially in screened areas, which presently create considerable problems in long runs).

2. Permit the elimination of both the plate whirlers and graining machines.

3. Produce sharper printing with less ink, water and paper problems.

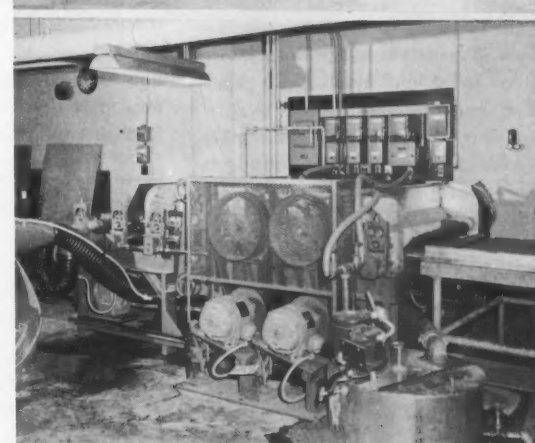
4. Be particularly well adaptable for field operations because the coatings are available in powder form. The necessity for grainers, whirlers, developing tanks and large quantities of water would be eliminated.

5. Cut supply items for the platemaking and graining processes from the present eight to 10 items (some of which deteriorate with age) to four items which can be stored indefinitely and are not susceptible to damage from heat or humidity.

This platemaking procedure has shown practical dividends in the economy of time and materials, which when converted to dollars and cents and projected over any given period, indicate a tremendous monetary savings to the government. Furthermore, this is only one of the many research projects underway at AMS.★

*The materials mentioned in this article, such as diazo coatings, developing lacquers, etc., are generally available from a number of lithographic suppliers. These suppliers can be helpful in choosing the best type of plate for use with the process. For further information, readers may write to Army Map Service, 6500 Brooks Lane, Washington 25, D. C., for AMS Bulletin No. 36, August, 1959, Edition 1-AMS.*

**Four methods of preparing a lithographic plate (from top): 1. Conventional ball graining. 2. Dry Brush. 3. Wet Brush Graining. 4. Rub-on.**







President Oswald opens the convention as speakers Zabel, Bulkeley, Wildes, Whitehouse and Burt await their turns at the rostrum.

## LPNA Told Ind

**T**HREE major reasons for optimism about the future of the lithographic industry were presented at a well-attended convention of LPNA late last month in Boca Raton Fla.

The favorable statements were presented at the 55th annual convention of the Lithographers and Printers National Association at the Boca Raton Hotel and Club, April 25-27. They were the following:

- A report that profits in the lithographic industry, for the first time in many years, took a pronounced upswing in 1958. Oscar Whitehouse, executive director of LPNA, in making the announcement on the opening day of the convention, cautioned, however, that the higher net profits after taxes, up to 3.5 percent in 1959, from a low of 2.6 the year before, "are better, but not yet good enough for this industry to be proud of or to brag about."

- An analysis of preliminary census figures by Cyril Wildes, showing that lithography, while achieving big increases in recent years, is accounting for an ever increasing share of the total printing done in the United States. Mr. Wildes, who is chief of the Chemical and Wood Products Industry Division, U. S. Bureau of the Census, noted that, while lithography accounted for only 13 percent of all printing in 1929, it soared to more than one-third in 1958. "Printing has far out-stripped the population rise,

including the so-called 'population explosion' starting in the 1940's" he declared.

- A prediction from the president of LTF that the Foundation will have a "larger, more productive research program in 1960 than ever before." William H. Bulkeley said that the Lithographic Technical Foundation is beginning research efforts in web-offset and several other areas important to the offset industry, and

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Next year LPNA will return to the Arizona Biltmore Hotel, Phoenix, April 29-May 3. In 1962 the convention will be at the Greenbrier.

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that it is improving its research seminars to provide even better service.

### **Lithographic Awards**

Nearly 400 lithographers journeyed to Florida for the meeting and the premiere showing of the 10th annual Lithographic Awards Exhibit. Certificates of award were presented at a special dinner Monday evening, and the 294 winners in 49 classifications were displayed in an adjoining room. During the awards ceremony, color slides of the winning entries were flashed on a large screen.

Elected to head LPNA for the coming year was William E. Zabel, Jr., of Zabel Brothers Co., Philadelphia. He succeeds L. E. Oswald, of the E. F. Schmidt Co., Milwaukee, who

served as president for two years.

Fred Marston, of the Kaumagraph Co., Wilmington, Del., was named treasurer.

In his opening address to the convention, Mr. Oswald asserted that good management policies, as promoted by LPNA and its various sections, have at last started to make an effect in the industry. "At least we are moving in the right direction, as the increased profits for 1959 show. We are on the road back, but our profits still are inadequate . . . they are 40 percent lower than industry in general."

The retiring president said he sees five important changes forthcoming in the industry:

1. An increase in mergers and consolidations. "Many small family companies have not made adequate provision for successors to replace the present management. And inheritance taxes can weaken the capital structure of a family-owned company."

2. Product diversification and specialization. "The era of the general lithographer is ending."

3. Increased returns from the industry's investment in research. "Our investment is beginning to pay off. Such things as web-offset, wrap-around plates and magnetic sorting of checks all are products of research by supply firms and LTF."

4. An increase in foreign competition. More and more, he asserted, off-



# Industry Future Bright

set originals and plates are being made abroad. "The trend is toward having printing and lithographing done in the country of distribution, to save transportation costs."

5. A continued growth of "welfare statism." Mr. Oswald believes the industry is "losing the battle by default" to labor unions who have well-organized political committees.

He closed with the assertion that industry leaders must plan their company operations well ahead, must set forth their objectives and must have the courage to carry out their plans.

## LPNA Profit Survey

In his report on profits in the lithographic industry, Mr. Whitehouse explained that for the most recent survey, LPNA asked three questions: 1. The percentage change in dollar volume, with an indication of increase or decrease; 2. Percent profit after taxes on sales and whether this profit per-

centage represented an increase or decrease; and 3. Net profit after taxes on assets.

In answer to the questions, the executive director offered these figures:

1. Ninety-five percent of the companies responding to the LPNA survey, indicated that sales increased in 1959. There was an average increase in dollar volume of 9.5 percent. "This is quite a substantial increase over a one-year period. But we must realize that the down turn in 1957 resulted in 1958 being characterized as a period of recession . . . hence, 1959 was a year of recovery, and this large gain becomes understandable."

2. In 1959 the industry earned a net profit, after taxes, of 3.5 percent, an increase of nearly one-third over the 2.6 figure for 1958.

3. Last year the industry, as reported in the LPNA survey, earned slightly less than 7.7 percent after taxes on net assets, as compared with

6 percent in 1958, he reported.

Mr. Whitehouse cautioned the audience, however, that "before we congratulate ourselves on this increase . . . let us consider two important factors. Most of the assets carried on our books and used as a base for computing profits on net worth are carried at price levels at time of purchase rather than replacement costs.

"As a result, the assets are understated, and this naturally inflates any percentage return. In other words, a plant which has a net asset value of \$800,000 carried on the books would probably represent on today's market a replacement value, or a current value of well over a million dollars, hence, the return on replacement costs would be somewhat lower.

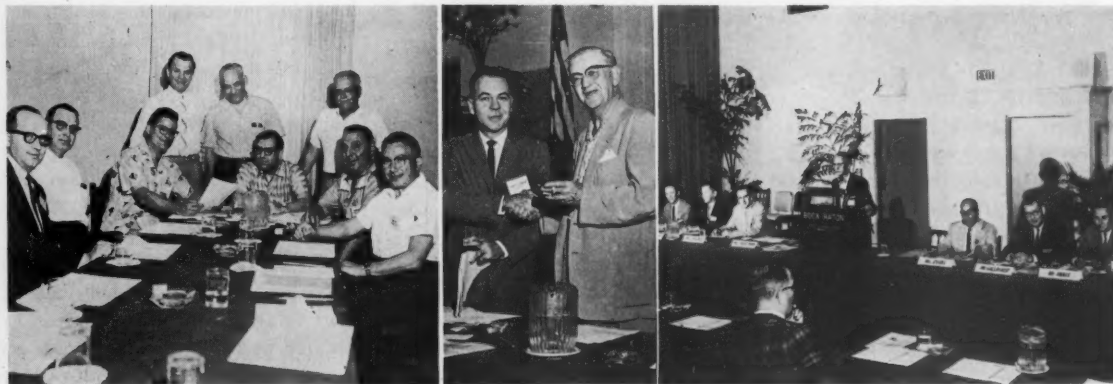
## Congress Neglects Program

"It is lamentable," he continued, "that the House Ways and Means Committee has not as yet considered the replacement cost depreciation program proposed by LPNA and several other groups at the last session of Congress, important enough to recommend the enactment of such legislation. This would have corrected, to a large extent, the distorted profit picture and removed a large part of the inflationary gap. We and the other industries still feel that this is of such sufficient import that we are continuing our efforts to secure this much-needed reform in our tax legislation."

Mr. Whitehouse observed that the increased profits for offset in 1959 mean that "we are just beginning to travel the long road to recovery. We

Left: Lithographic Platemakers Section at one of its sessions during LPNA convention. Center: Edward Robinson (Left) presents George Mc-

Sweeney, of DeLuxe Check Printers, with award for outstanding service to the Bank Stationers group. Right: One of the panels on web-offset.



are like a man who knows something is wrong with him and has been limping around not feeling too bad but not feeling up to par. The man has been in one clinic and then another, and in each clinic something new was discovered. He has had a complication of infections. As a result, he needs several medicines to correct his ailments. His period of recovery can be long or short, depending upon his receptivity to medical advice and his adherence to the regimen of the doctor."

#### **'Good Year Ahead'**

He went on to predict that "the balance of 1960 will be a good year. . . . It will probably not be a record year, but by all standards a year of active demand for goods and services—a year of reasonable profit-taking, and for most industries better than 1959."

In his report on the census, Mr. Wildes made an interesting comparison of figures for 1870 and 1958.

"Nearly 100 years ago, as recorded in the Census of 1870, the commercial printing industry consisted of 609 job printers. They received \$8½ million for their products and employed 5,555 hands to whom they paid nearly \$2¾ million in wages. Their mechanical power consisted of 174 steam engines and four water wheels.

"In 1958 commercial printing consisted of 18,000 establishments, employing 306,000 persons. For their products they received more than \$4 billion."

In summarizing preliminary data from the Census of Manufactures for 1958, Mr. Wildes made these points:

- Lithography now accounts for more than one-third of all printing, as compared with only 13 percent in 1929.
- The gains in lithography are significant, even after allowing for effects of price changes and adjusting receipts to a per capita basis.
- Lithography has nearly doubled in the post-war period. Most of the increase was "real." That is, price increases accounted for well under half the rise in dollar receipts since World War II.
- "The printing industry has kept pace with, and is certainly influenced

by, improvements made in the social and economic status of the American people, as well as technological gains."

• "Printing has far outstripped the population rise . . . the course of printing receipts testifies to our ever-advancing rate of literacy, not to mention the need for more and more advertising to move the goods and services pouring out in greater abundance as our spending power and desire for a higher standard of living keep growing."

#### **Northeast Dominates**

• The Northeast continues to dominate in printing and lithography, but the South and West are gradually improving their positions.

An added speaker at the opening session was Samuel Burt, executive secretary of the Education Council of the Graphic Arts Industry. Mr. Burt feels "there is a direct relationship between company profit levels and the quality of your employees." He declared that the quality of manpower is the only competitive advantage a company can offer today. He called for improvements in hiring to augment improved equipment.

"When we spend \$50,000 for a piece of equipment we give much thought to the decision, but we give little attention to the hiring of a person to run it. Yet this employee will cost more than \$50,000 in 10 years with the company."

He enumerated the activities of the Education Council which help employers improve their hiring procedures.

Section meetings again played an important part in the LPNA convention. Best attended were the group meetings devoted to web-offset and to bank stationery, the latter group concerned primarily with the success of the year-old program of magnetic imprinting of checks.

#### **Good Reports on E-13 B**

Whereas a year ago the bank stationers expressed much apprehension over the magnetic imprinting program, utilizing the E-13 B common language, this year there were many reports of successful performances with the system. In the East and West, especially, the program has caught on

with bankers, but it is lagging somewhat in the Midwest, where smaller banks predominate.

It was estimated that in some of the states in the New York area, 25 to 50 percent of imprinted checks now use magnetic inks, with rejects as low as five percent. The bank stationers spent much of their time in discussing means of improving communications among lithographers, bankers and suppliers of equipment such as electronic sorters, etc. It was felt that when liaison is improved, there will be a marked advance in the whole program of magnetic imprinting.

Edward A. Robinson, of the J. C. Hall Co., led one of the discussions, with panelists including R. B. Calvert, Reserve Lithograph & Printing Co.;

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Scenes at patio, president' reception and buffet as LPNA gathered at Boca Raton, Fla., late last month.

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Walter Gemmill, Milton C. Johnson Co.; Clark R. Gregory, The Herald Printery; Malcolm Dennison, Rocky Mountain Bank Note Co.; and Frank Pritchard, North Pacific Bank Note Co.

Another member of the section, George W. McSweeney, of Deluxe Check Printers, Inc., reported on meetings of the technical subcommittee on type design and the printers advisory committee. William R. McKeighan, of Samuel Dodsworth Printing & Stationery Co., summarized the ledger and statement sheet program. Statistics on check printing volume from the 1958 census were offered by Mr. Wildes.

In the second meeting of the bank stationers group, Mr. Robinson discussed "On-Premises Imprinting." He concluded that perhaps the best thing that could happen to the industry would be for the banks to "get their feet wet" with imprinting, so that "they will appreciate some of the problems we face every day."

Mr. McSweeney was honored at the Tuesday session for his contributions to the success of the bank stationers section, particularly with regard to his efforts to smooth the difficult path of





lithographers who have embarked on imprinting programs. He was presented with a formal resolution and a tie pin and cuff links set featuring an appropriate E-13 B design.

In addressing the group, Mr. McSweeney reminded the lithographers of the many problems they faced last year and commented that "we haven't done too badly, although we still face many obstacles."

One of these obstacles, he continued, is that "we ourselves do not have a common language in our discussions with bankers and equipment men. The printing industry has been unsuccessful in projecting an accurate idea of the printing processes to the general public. It is our responsibility to teach bankers the language of the printer, and to show them, by in-plant demonstrations if necessary, just what is involved in imprinting checks with magnetic ink."

#### **'Web-Offset for Me?'**

At a seminar entitled "Is Web-Offset for Me?" Olin E. Freedman, graphic arts consultant; and Vernon K. Evans, of the Veritone Co., gave their views on what web-offset can—and cannot—be expected to do.

They agreed that the process has a tremendous future for lithographers but that they should be cautious about buying web equipment before being sure that they can find work for it.

"To date most lithographers have found that web-offset has taken most of its work not from sheet-fed offset but from competing processes," according to Mr. Freedman.

"Web printing is the answer to many problems, but not necessarily web-offset," he added. In some cases gravure is best suited to the job, and in others flexography has definite advantages. The fixed cut-off necessitated by web-offset equipment imposes certain limitations that are not inherent with gravure and flexography, he noted.

Mr. Evans' company has had a web-offset press for nearly a year and now is ordering another, he told the session. He told of some of the problems that must be worked out before the web-offset "shake-down" is complete, and suggested, as a rule of thumb, that "you should double the cost of your web-offset equipment to determine a realistic cost for entering the field." He cited such costs as erecting, ovens, wiring, training personnel, etc.

One important requirement is sufficient space to store the big rolls of paper needed for the press.

Mr. Evans said that web-offset has definite advantages for lighter weight stock, including newsprint, and that sheet-fed presses continue to have advantages for the heavier, coated stocks.

In mentioning some of the advantages of web equipment, Mr. Evans wondered why these advantages could not be incorporated in sheet-fed equipment. "If we can have running register, better dampening and perfecting units in web, why can't we have them on sheet-fed?" he asked.

While web-offset has moved into many markets, it is not indicated for

one-side printing, unless folding is required, or unless very light paper is used.

Mr. Freedman estimated that the minimum run for web-offset would be in the neighborhood of 30,000 and the maximum about 125,000.

After this figure, rotary letterpress becomes competitive, he said.

The speakers estimated web-offset waste at about 15 percent, which eats into most of the savings in paper. They agreed, however, that web still offers some savings in paper, because the waste figures include folding, which is done at the end of the press.

They agreed further that while some really fine four-color process is being accomplished on web equipment, it still does not compare, on the average, with process work done on sheet-fed presses.

In a continuation of the web-offset discussion on Tuesday morning, Mr. Freedman led a seminar on paper problems. Participating were Mr. Evans, Edward Hirschfeld, A. B. Hirschfeld Press; Oscar Anderson, International Paper Co.; Dr. Harold M. Annis, Oxford Paper Co.; William J. Gallagher, Consolidated Water Power & Paper Co.; Harvey Sweetland, St. Regis Paper Co.; and Kenneth L. Wallace, Kimberly-Clark Corp.

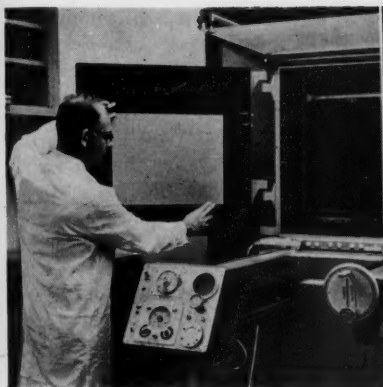
Each speaker considered one phase of paper for web-offset, such as wrappings and shipment, moisture content, web-breaks, etc. They said that web-offset presents a whole new set of paper handling problems which must be considered carefully if the operation

*(Continued on Page 141)*

Two more groups of lithographers, suppliers and wives enjoy reception preceding annual banquet of LPNA on final evening of the convention.







Klimsch Autovertical camera . . .



Adjusting contact screen . . .



Temperature control sinks . . .

## Du Pont Opens Graphic Arts Laboratory

**D**U PONT last month formally opened a new graphic arts laboratory in Parlin, N. J., which is expected to become a show-place of what the well-planned and well-equipped photographic section of a litho plant ought to look like.

The laboratory was described to a visiting group of trade press editors as a "working model of a 1965 photographic section in a progressive printing plant." It is equipped with a wide variety of photographic equipment and instruments to control every step in the process, from mixing developer solutions to determining density of the final negative.

The laboratory was planned by the DuPont Photo Products Department to test new products and processes, to adapt them to shop conditions, and to help work out customers' problems.

Actually most of the equipment and quality control instruments in the laboratory are not new—many have been around for years—but few litho shops can boast such a finely balanced array of equipment in such a well-planned set-up.

John M. Clark, general manager of the Photo Products Department, advised the press that "we have designed our new laboratory to show what can be done when the photographic process is put under rigid scientific control. The commercial print-

ing plant of five years from now will need to adopt similar strict control measures to meet the higher standards of that day."

The new unit is located in a wing of DuPont's photo products technical laboratory at Parlin. Besides testing, the laboratory will be used as a training center for company sales personnel.

During the all-day press reception, the editors heard brief comments by Harlan L. Graham Jr., director of sales for the department; I. A. Lundgard, plant manager; John M. Centa, graphic arts technical service supervisor; Peter A. Landskroener, technical service representative, and Karl L. Thaxton, graphic arts specialist.

There followed a complete tour of the laboratory and the nearby factory, complete with white coats and hats, safety glasses and, at one point, face masks (to prevent moisture from interfering with the production of Cronar film in a carefully controlled atmosphere).

After luncheon in Matawan, the group heard remarks by Mr. Clark on DuPont's confidence in the continued growth of the graphic arts field.

The new laboratory is divided into three exposure and development areas, each with a different type of process camera and related equipment; a chemical mixing and distri-

bution area from which mixtures are piped to all processing rooms; a film storage vault; an offset press room, and a lecture and demonstration room.

Equipment is designed to give the greatest possible degree of control at all stages of the photographic operation. "To take full advantage of the very high quality of photographic film now being manufactured, the average shop should have equipment that will give proper control over each step of the process," said Mr. Clark. All equipment used in the laboratory is standard and available commercially, he said. He pointed out that where such equipment is used regularly it will enable a shop to turn out consistently better quality material at lower cost.

Humidity and temperature of all laboratory areas are controlled and may be varied to duplicate any special conditions. Light sources are on voltage-stabilized lines, and integrators are used to control exposures. Ceilings and walls of all camera rooms are painted with a non-reflective paint to reduce lens flare. A sensitive mercury thermoregulator, specially adapted by the laboratory, holds processing temperatures within a fraction (.05) of a degree. Other instruments regulate processing times, processing agitation and solution replenishment and drying conditions.★

# WRAP-AROUND PLATES

By John W. Rockefeller, Jr.

J. W. Rockefeller and Associates  
Short Hills, N. J.

**I**N its broadest, and perhaps most accurate definition, a wrap-around printing plate is exactly that—a printing plate flexible enough to wrap around the printing cylinder. The first such printing plate came into use when a grained zinc plate was substituted for the old lithographic stone with an attendant reduction in initial cost and increase in the production of the printed end product.

The first offset plates derived a large part of their success from the fact that they were planographic plates with a uniform cross section. This meant that they could be rapidly made, that they could be thin in section, and finally that in wrapping them around a cylinder, because of their thinness and uniformity of section, they not only conformed very closely to the contour of the cylinder itself, but their external contour described the arc of a true circle.

Shortly after the introduction of the planographic offset plate, there came into use the relief offset plate which has been employed for some time now in printing in certain specialized fields. Its use for the printing of the background of bank checks is well known. Its application for the printing of forms is less well known but quite extensive, there being a number of forms printers in the United States and Canada who rely upon the relief offset method for most of their production. There are other successful applications which those employing them have taken no pains to publicize but which have, nevertheless, proved quite profitable.

The application of the relief or dry-offset plate has not been nearly

as wide-spread as the wet-offset plate because it does not possess to the same extent the advantages of the wet-offset plate outlined above. Since there must be some relief and since it depends on this relief rather than upon the incompatibility of oil and water, we no longer have a planographic plate of a uniform cross section. Because there is relief and because the plate must be thicker, we are likely not to get the same close conformity to the contour of the cylinder that characterizes the wet-offset plate. These two disadvantages have limited, to date, at least, the application of the relief or dry-offset plate.

## **Direct Printing Relief Plate**

The third type of wrap-around plate, and the one in which we believe most of the present day interest centers, is the direct printing relief plate. In its broader definition this includes rubber plates, mounted upon a manilla or metal wrap-around, a method which has been used in the production of paper back books on this continent and in Europe for a number of years. It may be objected that these plates do not satisfy the narrowest definition of a "wrap-around" since they are fabricated rather than etched on a single piece of metal or molded in one piece. Insofar as the actual use of the plate is concerned, however, we are inclined to regard this as a rather superficial difference.

It should be noted that all of the wrap-around plates which we have mentioned thus far have possessed in themselves, or have been used in connection with a medium pos-

sessing a high degree of resiliency. In the case of wet or relief offset, the resilient member is of course the rubber blanket. This has made it possible to print by offset, not only on papers or board having a very uneven surface, but upon such unyielding materials as sheet metal. In the case of wrap-around plates made of rubber, there has been sufficient resilience in the rubber itself so that unevenness in the form, the paper, or other material to be printed, or indeed in the cylinder supporting the paper, may be accommodated, at least to permit printability.

As we get away from the planographic plate, going to a relief of approximately .015" for dry-offset on a plate of total thickness .030" or a relief of approximately .050" on rubber, out of a total plate thickness of approximately .100", we are sacrificing in the case of the metal plate the ability of the plate to conform to the cylinder and to describe with its outer surface a true circle. In the case of rubber, we normally sacrifice a hardness suitable for fine screen halftones as well as fine typography.

## **Successful Wrap-Around**

Wrap-around direct printing plates of material harder than rubber have now been employed successfully for some time on presses designed specifically for their use. One form that these plates have taken is a plastic having about the same thickness as rubber but considerably less yielding. In this plate we are approaching pretty closely the narrowest definition of the wrap-around since it fulfills the requirements of being a relief

plate and still is not made of rubber. This plate was used on a standard web-fed rotary relief press for printing the most recent edition (about one million) of the Paris telephone directory.

It has been used for 18 months in connection with an Elby sheet-fed rotary perfecting press at the plant of St. Paul Moulineaux at Issy, just outside the city limits of Paris. This press takes a maximum sheet 64 x 90 cm. or approximately 25 x 35". Twenty minutes are required to make a complete plate change, since the individual plates are mounted on a steel wraparound. The press runs at 6,000 iph. and will average 5,500 iph. at the end of a day.

Since the cost of the plate is comparatively high, the minimum run considered economical on this press is 15,000. The average makeready time on a flatbed sheet-fed press of comparable size in the same plant is four hours, or a total of eight hours for both sides. In the United States, where wages are considerably higher, it is altogether likely that the break-even point for the sheet-fed wrap-around press would be depressed considerably below 15,000 impressions.

At the time the color division of the *Trenton Times* was conducting experiments on the use of dry-offset, it produced magnesium plates of the customary .030" thickness etched to a relief of .015". In the nature of an experiment, these plates were used to print as direct relief plates and encouraging results were obtained. It should be noted, however, that in going to this depth of etch, some of the advantages of wet-offset, while not completely sacrificed, were certainly diminished, and it became a matter of considerable interest to us to what degree the advantages of wet-offset might be regained through the use of a shallower relief in the plate in combination with a press built to a degree of precision sufficient to utilize it.

Apparently, this very question was presenting itself and attracting investigators elsewhere. In 1957, the engraving firm of P. Siviter Smith of Birmingham, England, became in-



Press sheet from an experimental wrap-around press plate made by John W. Rockefeller, Jr. and Associates. Note "bottoming" phenomenon, lower right.

terested in the possibilities of a magnesium wrap-around plate in combination with a precision-built sheet-fed rotary press. They converted a Swedish-built offset press, keeping the ratio of the form roller to plate cylinder unity and proceeded to make other changes until they were satisfied they had developed a press which would satisfactorily print magnesium wrap-around plates with a depth of etch not greater than .008".

On February 18, 1960, a demonstration of this pressplate combination was given for the British trade press. I was sufficiently fortunate to be invited to attend the demonstration. In many respects, the press, particularly the ratio of form roller to plate cylinder diameter (unity), resembled the recently developed Harris wrap-around plate press. There was an outstanding difference, however, in the fact that the Siviter Smith press was bearerless. At the meeting it was announced it was expected that the wrap-around magnesium plates would soon be obtainable at a price not greatly in excess of that of offset plates.

It was interesting to note in the description of the Siviter Smith press that they had encountered difficulty due to the depression of rubber on impression. This was described as creating a trough under the roller which in turn produced ridges both

in front of and behind the printing line, the ridges causing the paper to slide with consequent slurring. It was stated that this phenomenon was limited to coated papers. This recalled a hypothesis of Mr. E. W. Thomas of Speaker, Hines & Thomas, Inc. set forth in 1957, in which the failure to produce satisfactory halftones by dry-offset was attributed to differential pressures along the print line rather than across the print line.

It was found in this instance that when the depth of each was .0015", the difficulties in the production in halftones encountered with a deeper etched plate (.010") were overcome.

From these experiences, as well as others, it would appear that perhaps the trouble encountered in printing from wrap-around plates, both by dry-offset and direct relief, may well vary as the height of the relief, assuming other conditions, such as form roller concentricity, etc. to be perfect.

This possibility presented such an interesting field of speculation to us that about a year ago we had made up six copper test plates consisting of linework, halftones, and large non-printing areas, for the purpose of testing various presses, both offset and rotary relief. Press manufacturers have been most cooperative in offering to try these plates out on their presses and, while to date of course, no conclusions have been arrived at, we are encouraged to believe that a depth of etch of .005", or even less, may be satisfactory for the plate, providing we have the right press to go with it. If this is indeed the case, there appears to be a good chance that an economically manufactured wrap-around relief plate may not be too far away.

There are certain advantages in the shallow etch even when made by powderless etching. As for plates made by light-sensitive emulsions, the applicability of a shallow etch plate is most interesting since it may well be the only kind that some of these methods can produce.

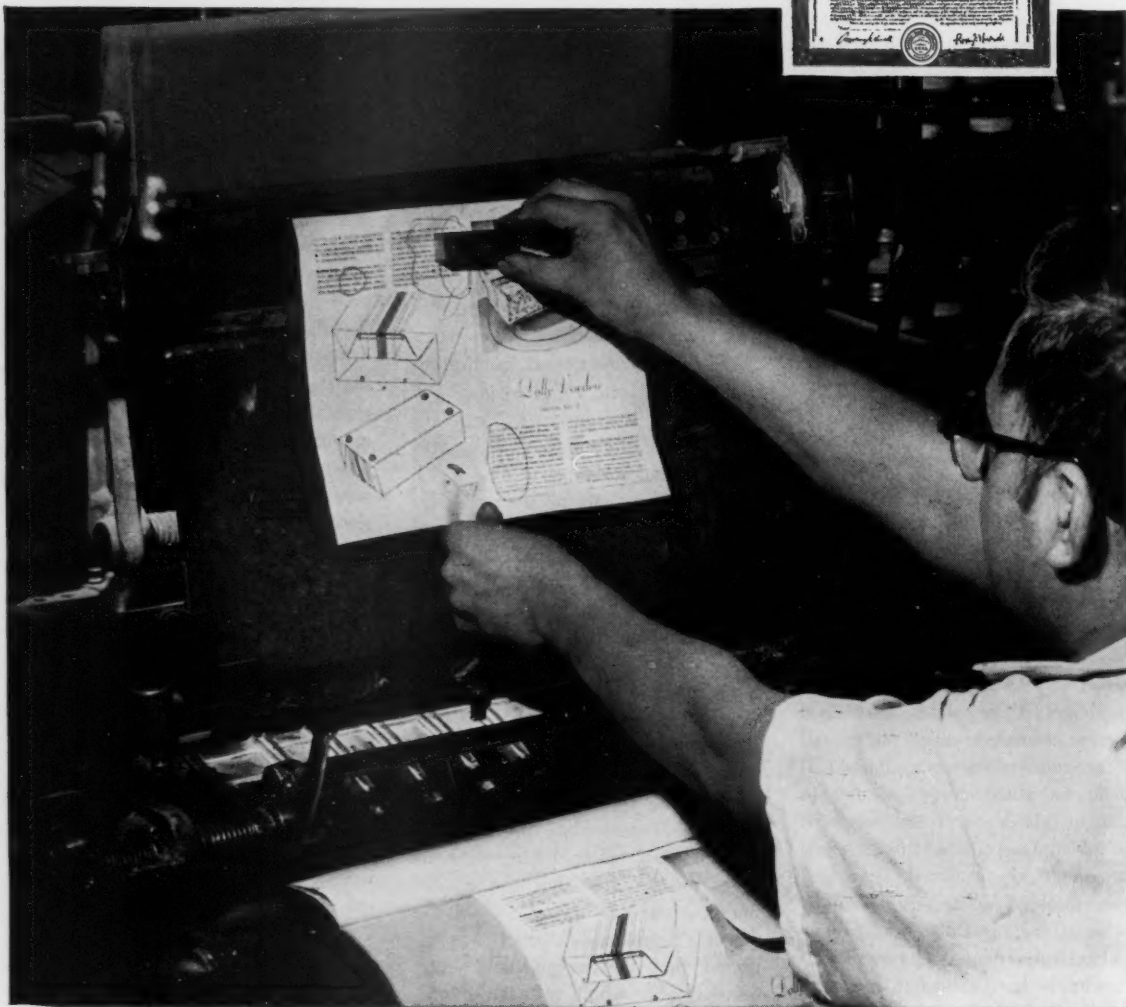
As for the tests on the plates themselves, we must of course not read into the results conclusions which are

(Continued on Page 145)

printers . . . lithographers . . .

# LET'S SWAP IDEAS!

Earn a share of Kimberly-Clark stock!



## Stock earner No. 7!

**"Music stand" make-ready**—When patching make-ready, a simple magnet will hold your marked-up sheet where it can easily be seen. This "music stand" method frees both hands for handling your knife, paste, and make-ready tissue.

*Anastacio Garcia, Hillison & Etten,  
Chicago, Illinois*





### Stock earner No. 8!

**Profitable padding procedure**—Keeping padding compound out of the slots in slot-punched forms can easily be accomplished with this time-saving method. Simply pile up the forms in the usual manner with weights on top. Then cover the slots with 1" masking tape and apply the compound without worrying about slot edges. The tape protects the slots and may be pulled off after padding—leaving clean, neat slots.

*Charles G. Gernheuser, Gernheuser Printing Co.  
Toledo, Ohio*

### Stock earner No. 9!

**Tip for feeding tissue**—When running 7 or 9 lb. tissue on a Kluge press, the tissue sheets (especially if long grain) tend to roll over in the feeder. As the stock on a Kluge stands on edge and must have body to do so, a piece of 15 pt. cardboard, cut to straddle the two stock guides, will hold the stock upright. When the cardboard is cut as shown, the feeder can pull each sheet out smoothly, and straight from under the cut-out space in the cardboard. This system will eliminate a pressman's tenseness, provide greater output, minimize spoilage, and prove more profitable for running thin papers.

*Nat Feilowitz, The Print Shop  
Paterson, New Jersey*

**Send us your ideas**—You may earn a share of stock. Just write them out clearly and simply and send to Kimberly-Clark. Pictures or drawings that help explain the idea are welcome. All items become the property of Kimberly-Clark. For each idea chosen to appear in subsequent national magazine ads, a share of Kimberly-Clark stock will be awarded to the sender. In case of similar contributions, only the first received will be eligible for the stock. Decisions of the judges are final. A total of eighteen shares will be awarded.

**Don't delay... send yours, today!**

Address: Idea Exchange Panel  
Dept. No. ML-50  
Kimberly-Clark Corp.  
Neenah, Wisconsin

*free*  
from Kimberly-Clark  
16-page booklet by famous typographer  
and calligrapher, R. Hunter Middleton

TYPE  
PAPER

### Printers profit by top press performance of PRENTICE OFFSET ENAMEL by Kimberly-Clark!

**Profit** with Prentice on quality jobs by achieving full-color fidelity and uniformly high level of performance at low production-and-handling costs.

**Profit** with Prentice by saving customers' postage costs. Prentice in 100# weight is the equivalent of a 55# cover stock, thanks to its strength and dimensional stability.

**Profit** with Prentice where product appearance needs the richness and sparkle that only high gloss printing on double-coated stock can attain.

Kimberly-Clark's complete line of printing papers includes:

#### For letterpress:

Hifect enamel  
Trufect enamel  
Multifect coated book  
Energy coated book

#### For web offset:

Lithoweb coated offset

#### For offset:

Prentice offset enamel  
Prentice velvet coated offset  
Prentice coated cover  
Lithofect offset enamel  
Shorewood coated offset  
Fontana dull coated offset  
Kimberly Opaque

**SWAP IDEAS WITH YOUR KIMBERLY-CLARK MERCHANT!**  
Tell him your requirements and he will help you choose the right paper for the job.

**Kimberly Clark**

PRINTING PAPERS



KIMBERLY-CLARK CORPORATION, DEPT. ML-50, NEENAH, WISCONSIN

Please send me my free copy of  
"Type and Its Relation to Paper."

NAME \_\_\_\_\_  
POSITION \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
MY PAPER DISTRIBUTOR IS \_\_\_\_\_



Winning books in Chicago were lithographed in whole or part by following firms: 1. Murray Printing Co., Forge Village, Mass. and Meriden Gravure Co., Meriden, Conn. 2. Mid-City Lithographers and the Manz Corp., both Chicago. 3. and 4. Photopress Inc., Broadview, Ill. 5. Mid-City Lithographers, Chicago. 6. Rand McNally & Co., Skokie, Ill. 7. Mid-City

Lithographers, Chicago. 8. Veritone Co., Chicago. 9. Copifyer Lithograph Corp., Cleveland. 10. Schultz Lithographing Co., Chicago. 11. University of Chicago Press. 12. North Central Publishing Co. 13. Copifyer Lithograph Corp., Cleveland. 14. R.R. Donnelley & Sons Co., Chicago. 15. Colorgraphic Offset Co., New York.

## Book Show Reflects Offset Trend

By H. H. Slawson  
Chicago Correspondent

**L**ITHOGRAPHY is playing a surprisingly large part in the manufacture of books of superior quality, it was indicated in the Chicago Book Clinic's 11th annual selection of "Top Honor" books published in Chicago and the midwest during 1959.

Sixty-six books deemed worthy of the "Top Honor" accolade, on the basis of close scoring by the judges, were placed on display in the Chicago Public Library May 1. Of these 66, 41 were produced in whole or in some part by lithography.

For most of these 41 offset was used for printing the entire text and

illustrations, while in a few others the process was utilized for pictorial inserts, fronticepieces, end papers and covers, often as the extra touch added to improve a letterpress job.

Some 300 books were entered in the contest by 35 Midwestern publishers, including 21 commercial firms and 14 university presses.

Scoring was based on five points: effectiveness and intelligence of design; success of publisher's contribution to appearance and production; degree to which the book looked inviting to read; quality of the binding; and quality of the printing. On this latter point the judge was John R. Nepras, manager, quality stand-

ards department, R. R. Donnelley & Sons Co., Chicago.

### 25 Lithographers

Twenty-five lithographers figured in the top awards. Printers were not limited, geographically, to the Midwest.

Photopress, Inc., Broadview, Ill., produced seven of the Top Honor offset jobs; Copifyer Lithograph Corp., Cleveland, O., and R. R. Donnelley & Sons Co., Chicago, three each and Rand McNally & Co., Skokie, Ill., two.

Firms which lithographed one book each, included the following six from Chicago: Schultz Lithographing (Continued on Page 143)



**Faster, more even application-**

**WEBRIL**

**WORKS WONDERS**

**for wipe-on plates**

COATING APPLIED WITH ORDINARY WIPES



COATING APPLIED WITH WEBRIL WIPES



**SMOOTHER COATINGS  
WITH WEBRIL MEAN**

- More impressions per plate
- Fewer make-overs
- Cleaner, sharper results

Webril Wipes are also ideal for lacquering, inking, developing out and gumming, too. *Webril does the complete job!* More and more shops throughout the country are finding that for the coating and processing of any type of wipe-on plate you can't beat *Webril Wipes!*

**MAIL THIS COUPON**

for free samples and name of nearest supplier

**WEBRIL®**

NON-WOVEN FABRIC

**WIPES**

PATENTED

THE **KENDALL** COMPANY

*Fiber Products Division*

Dept. ML-50, Walpole, Mass.

I'd like to try Webril Wipes—free. Please send me samples for testing—and name of nearby supplier.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# SGAA Winners Displayed At Natchez Convention

## *Cream of Southern Printing Chosen from 900 Entries*

THE cream of southern printing and lithographing was on view late last month at the Southern Graphic Arts Association convention in Natchez, Miss. The occasion was the 21st annual exhibit of Southern Printing, which was displayed in the Eola Hotel, April 21-23 during the convention, which drew a large group of printers and lithographers from all parts of the south.

Herman F. Burns, one of the judges of the competition declared that the quality of the pieces was greatly improved over the 1957 exhibit, when he last served on the jury. Mr. Burns, head of the art department of the Baptist Sunday School Board, Nashville, was assisted by John T. Porter, American Type Founders; and J. Burnard Wiley, Methodist Publishing House.

More than 900 pieces of printed and lithographed material were submitted in 34 classifications. Folders, booklets and brochures, and color process lithography were the dominant categories.

Grand Award for the best of the show went to Paragon Press, Montgomery, for a manufacturer's catalog. Edwin S. Wise is president and Tandy G. Flynn is comptroller of the company. The entry was printed for the firm of Pelham, Shell and Leckie, manufacturers of furniture.

After the SGAA convention, the exhibit was shipped to Dallas, to be displayed at the Olmsted-Kirk Co., graphic arts center.★

## Award Winners in SGAA Exhibit

### ANNOUNCEMENTS AND INVITATIONS:

Award of Merit—S. C. Toof & Co.; Honorable Mention—S. C. Toof & Co.; The Egan Co. BUSINESS CARDS: A.M.—S. C. Toof & Co.; H.M.—The Egan Co.; E. S. Upton Printing Co. BUSINESS FORMS: A.M.—The Rein Co.; H.M.—The Rein Co.; Journal Printing Co.

CERTIFICATES: A.M.—S. C. Toof & Co.; H.M.—Mercury Lithographing Co.; BUSINESS STATIONERY (Matched sets): A.M.—E. S. Upton Printing Co.; H.M.—S. C. Toof & Co.

LETTERHEADS (Letterpress or Lithographed): A.M.—S. C. Toof & Co.; H.M.—Williams Printing Company. LETTERHEADS (Engraved): A.M.—S. C. Toof & Co.; H.M.—Marshall & Bruce Co. POSTCARDS: A.M.—Mercury Lithographing Co.; H.M.—R. M. Rigby Printing Co.

GREETING CARDS: A.M.—The Egan Co.; H.M.—Litho-Krome Company; Williams Printing Co. POSTERS: A.M.—Litho-Krome Co.; H.M.—R. M. Rigby Printing Co. POINT OF SALE DISPLAYS: A.M.—Litho-Krome Co.; Fetter Printing Co.

STATE, CITY AND NON-PROFIT INSTITUTIONAL PROMOTION AND PUBLICITY: A.M.—Courier-Journal Lithographing Co.; H.M.—Courier-Journal Lithographing Co.; Williams Printing Co. FOLDERS: A.M.—Robinsons Printers, Inc.; H.M.—Robinsons Printers, Inc.; Democrat Printing and Litho Co.

SALES CAMPAIGN (Three or more pieces): A.M.—Litho-Krome Co.; Western Lithograph Co. BOOKLETS AND BROCHURES: A.M.—Mercury Lithographing Co.; H.M.—Litho-Krome Co.; E. S. Upton Printing Co.; Southern Press, Inc.

MANUFACTURERS CATALOGS: A.M.—Paragon Press; H.M.—Fetter Printing Co. DISTRIBUTORS CATALOGS: A.M.—McQuiddy Printing Co.; H.M.—Western Lithograph Co. MAPS: A.M.—Courier-Journal Lithographing Co.; H.M.—R. M. Rigby Printing Co.

### INSERTS (Package and Mailing):

A.M.—Litho-Krome Co.; H.M.—Commercial Printers, Inc.; Brandau-Craig-Dickerson Co. LABELS (Package and Wrappers): A.M.—Press of H. N. Cornay; H.M.—Press of H. N. Cornay; Marshall and Bruce Co.

LABELS (Die Cut): A.M.—Courier-Journal Lithographing Co.; H.M.—The Egan Co. BOX COVERS: A.M.—Commercial Printers, Inc.

COLOR PROCESS PRINTING (Lithographed): A.M.—R. M. Rigby Printing Co.; H.M.—Graphic Laboratories, Inc.; Democrat Printing and Litho Co.

COLOR PROCESS PRINTING (Letterpress): A.M.—Southwest Printing Co., Inc.; H.M.—Press of H. N. Cornay.

CALENDARS: A.M.—R. M. Rigby Printing Co.; H.M.—R. M. Rigby Printing Co. PRINTERS' OWN ADVERTISING: A.M.—S. C. Toof & Co.; H.M.—Robinsons Printers Inc.; Douglas Printing Co.

ANNUAL REPORTS: A.M.—Southwest Printing Co., Inc.; Western Lithograph Co.; H.M.—Western Lithograph Co.

BROADSIDES: A.M.—Southwest Printing Co., Inc.; H.M.—R. M. Rigby Printing Co.; The Rein Co. PROGRAMS: A.M.—The Parthenon Press; H.M.—Robinsons Printers, Inc.; McQuiddy Printing Co.

HIGH SCHOOL ANNUALS: A.M.—Benson Printing Co.; H.M.—Benson Printing Co.; Journal Printing Co. COLLEGE ANNUALS: A.M.—Benson Printing Co. (two awards); H.M.—Benson Printing Co.

BOOKS: A.M.—Fetter Printing Co.; H.M.—Southwest Printing Co. HOUSE ORGANS AND PUBLICATIONS: A.M.—Courier-Journal Lithographing Co.; H.M.—The Parthenon Press; Williams Printing Co.; Gill Printing & Stationery Co. MENUS: A.M.—S. C. Toof & Co.; H.M.—Paragon Press.

GRAND AWARD: Paragon Press.





Printed offset on Atlantic Opaque, Vellum Finish • Basis 80



They were for your best girl. You found them growing in a vacant lot. And when you saw their bright colors, you thought: Oh, what a wonderful present!

Never in the world was there such a bouquet. Didn't she say so herself? And smother you with kisses till you nearly burst with love and pride?

Your image of love has grown more complex. But your sense of pride is still young and enthusiastic. It's what made you turn out that rush printing job in record-breaking time. A darn good job, too.

And if our good papers helped make it possible, who could blame us for feeling proud with you?



# ATLANTIC FINE PAPERS

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, ME.



# Keeping one eye on quality— and the other on the budget?

Then Eastern's *Manifest* line is *your* paper. Bond, Duplicator, Mimeo, or Ledger—take your choice. *Economy priced*, yet you get high bulk, even caliper and correct moisture content in all four. This means faster, trouble-free production. Brighter, more sparkling copies, too.

Ask your Eastern Franchised Merchant for samples of Manifest Papers in white and colors. Or write us direct.



## EASTERN FINE PAPERS

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, ME.

**Production facts:** This insert lithographed on new, brilliant white Atlantic Opaque, Vellum finish, basis 80, on a 52 x 77 4-color press, 30 up at 4,000 IPH. Sheet size 49½ x 76¾. Color sequence was yellow, red, blue, black. Press plates were deep etch aluminum from 175-line screen positives.

### EASTERN FRANCHISED MERCHANTS

#### ALABAMA

BIRMINGHAM  
Sloan Paper Company

#### CONNECTICUT

BRIDGEPORT  
Lott-Merlin, Inc.  
EAST HARTFORD  
John Carter & Co., Inc.  
NEW HAVEN  
Whitney-Anderson  
Paper Co., Inc.  
STAMFORD  
Lott-Merlin, Inc.

#### FLORIDA

MIAMI  
Coronet Paper Products Co.  
Southeastern Paper & Supply Co.

#### GEORGIA

ATLANTA  
Sloan Paper Company

#### ILLINOIS

CHICAGO  
Dwight Brothers Paper Co.  
Reliable Paper Company  
Empire Paper Company

#### INDIANA

FORT WAYNE  
The Millcraft Paper Co.  
INDIANAPOLIS  
Indiana Paper Co., Inc.  
MacCollum Paper Co., Inc.

#### KENTUCKY

LOUISVILLE  
The Rowland Paper Co., Inc.

#### LOUISIANA

NEW ORLEANS  
Alco Paper Co., Inc.

#### MAINE

PORTLAND  
C. H. Robinson Co.

#### MARYLAND

BALTIMORE  
Garrett-Buchanan Co.  
Leonard Paper Company

#### MASSACHUSETTS

BOSTON  
John Carter & Co., Inc.  
The Century Paper Co., Inc.  
Von Olker-Snell Paper Co.

SPRINGFIELD  
Whitney-Anderson  
Paper Co., Inc.

#### WORCESTER

Butler-Dearden  
Paper Service, Inc.

#### MICHIGAN

DETROIT  
Chope-Stevens Paper Co.

#### MISSOURI

KANSAS CITY  
Wertgame Paper Co.  
ST. LOUIS  
Shaughnessy-Kniep-Hawe  
Paper Co.

#### SPRINGFIELD

Wertgame Paper Co.

#### NEW HAMPSHIRE

CONCORD  
John Carter & Co., Inc.  
MANCHESTER  
C. H. Robinson Co.

#### NEW JERSEY

NEWARK  
Central Paper Co.  
TRENTON  
Central Paper Co.

#### NEW YORK

ALBANY  
W. H. Smith Paper Corp.  
BUFFALO  
Franklin-Cowan Paper Co.

#### JAMESTOWN

The Millcraft Paper Co.

#### NEW YORK

Berman Paper Corp.  
Duplicating Papers, Inc.  
Inter-City Paper Co.  
Majestic Paper Corp.  
Geo. W. Millar & Co., Inc.  
Milton Paper Co., Inc.  
Pohlman Paper Co., Inc.

#### ROCHESTER

Genesee Valley Paper Co., Inc.

#### NORTH CAROLINA

HICKORY  
Snyder Paper Corp.

#### HIGH POINT

Snyder Paper Corp.

#### CHARLOTTE

Snyder Paper Corp.

#### OHIO

AKRON  
The Millcraft Paper Co.

#### CINCINNATI

The Johnston Paper Co.  
Merchants Paper Co.

#### CLEVELAND

The Millcraft Paper Co.

#### COLUMBUS

Sterling Paper Co.

#### MANSFIELD

Sterling Paper Co.

#### TOLEDO

The Millcraft Paper Co.

#### PENNSYLVANIA

ALLENTOWN  
Kemmerer Paper Company

#### LANCASTER

Garrett-Buchanan Co.

#### PHILADELPHIA

Garrett-Buchanan Co.

Molten Paper Co.

#### PITTSBURGH

Darragh Paper Co.

#### READING

Garrett-Buchanan Co.

#### RHODE ISLAND

PROVIDENCE  
Narragansett Paper Co.

John Carter & Co., Inc.

#### TENNESSEE

CHATTANOOGA  
Sloan Paper Company

#### TEXAS

#### DALLAS

Olmsted-Kirk Company

#### FORT WORTH

Olmsted-Kirk Company

#### HOUSTON

L. S. Bosworth Co., Inc.

Olmsted-Kirk Company

#### WACO

Olmsted-Kirk Company

#### VIRGINIA

#### RICHMOND

Virginia Paper Co.

#### WASHINGTON, D. C.

Virginia Paper Co.

#### WISCONSIN

MILWAUKEE  
Reliable Paper Co.

MONTREAL, P. Q., CANADA

Lauzier Paper Limited

TORONTO, ONT., CANADA

General Paper Company



**There's  
more here  
than  
meets  
the eye...**







# NEW KODAK FILM FOR GRAPHIC ARTS

## Kodalith Ortho Film, Type 3, ESTAR BASE

A combination of the most predictable, widest-latitude emulsion yet developed—Type 3... with a brand new, size-holding polyester base we manufacture and call ESTAR. Look at a negative on this new film... or better, look at a press proof.

You'll see dot and line quality so nearly perfect you'll hardly believe your magnifier. You'll see register so close you'll think each color plate was made from the same negative.

### ***But there's more to this film than meets the eye. It's predictable.***

You'll know what results to expect before you make your first exposure. This new film has all the uniformity you're familiar with in Kodak materials. You'll get consistent quality every time.

### ***There's something good for everyone in this newest Kodak film.***

MOST CAMERAMEN already know Type 3 emulsion's extremely wide latitude in exposure and development. Its remarkable sensitivity enables you to handle any kind of copy, regardless of the contrast range.

ETCHERS can etch Type 3 dots to a pinpoint. Dots will stay black and crisp all the way down the scale to that pinpoint. You can etch to your own standards without a worry in the world.

THE STRIPPER will find ESTAR BASE a pleasure to use... it won't tear, and it really holds its size. He can forget about kinks. ESTAR BASE can take the roughest handling you can give it.

PLATEMAKERS don't have to worry about veiling any more. With this high-contrast film, black is black, dot or line. Clear is clear—optically clear. No register problems either. This film won't grow or shrink enough to affect register, in any weather. It's a new kind of bedrock stability in graphic arts films.

You can expect the highest degree of quality when you use Kodalith Ortho Film, Type 3, ESTAR BASE. Kodak dealers will have the film soon. We'll demonstrate if you'll write.

**Graphic Reproduction Sales Division**

**EASTMAN KODAK COMPANY • Rochester 4, N. Y.**

Text for this advertisement was set photographically.

**Kodak**  
TRADEMARK

Measures of quality in new

# KODALITH ORTHO FILM TYPE 3 ESTAR BASE

Every sheet of Kodak film you handle represents a history of quality trials, aimed at perfection. You can't see the thousands of people involved in perfecting a new film, nor can you see the countless tedious hours, the exciting ups and frustrating downs that they face. All done on your behalf, so that the material you need for your work will be the best that Kodak people are capable of giving to you.

Also, once a prototype film is perfected, you can't see the extremes to which these people go in order to reproduce that prototype exactly in everyday production for as long as the film is important to you.

It's simply a matter of *caring* about quality... striving for perfection. And this constant, stringent Kodak care enables us to deliver a uniform product... a product which above all else is predictable. Once you're familiar with it, you'll know that it will always work exactly as expected.

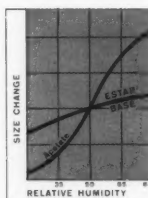
**And now there's Kodalith Ortho Film, Type 3,  
ESTAR BASE...**



#### STABLE IN CHANGING TEMPERATURE

This chart compares the stability of ESTAR BASE with conventional films. It illustrates size change coincident with an increase in temperatures of 20°F. ESTAR BASE holds its size two times better than conventional film bases.

There's more  
than meets the eye



#### STABLE IN CHANGING HUMIDITY

Variations in humidity have negligible effect on ESTAR BASE, as shown on this graph. This size-holding quality simplifies problems of critical register, even where a printer has little or no control over temperature or humidity.



#### EASY TO HANDLE

ESTAR BASE lies perfectly flat, resists kinking, is highly flexible, extremely tough and hard to tear. Most chemical solvents have no effect. ESTAR BASE plus excellent emulsion adhesion means you don't have to baby this film.



#### OPTICALLY CLEAR

ESTAR BASE is optically clear. What's more, this film has a built-in preventive against Newton ring trouble. Clarity of the emulsion itself helps in development, permits easier close inspection under a safelight.



#### DRIES RAPIDLY

Because it resists moisture penetration, ESTAR BASE helps cut drying time. In processing, or in the repeated wetting of dot etching, only the emulsion and outer surface of the film are affected. The base remains dry, stable, impervious to wetting by the solution.

*Ask your Kodak technical representative  
to show you a sample negative of this new film.  
Be sure you also see it demonstrated...  
for quality's sake!*

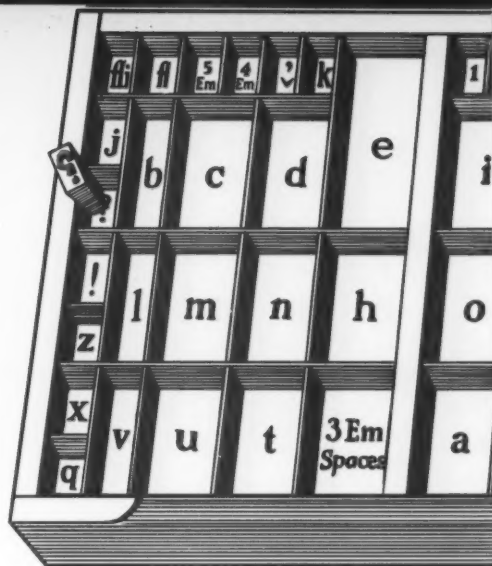
Graphic Reproduction  
Sales Division

**EASTMAN KODAK COMPANY**  
Rochester 4, N. Y.

**Kodak**  
TRADEMARK



**DO YOU KNOW** what kind of paper this is? No fair looking at the watermark. Clue #1: It's made with Neutracel® pulp. That's why the uniform level surface takes a crisper, clearer impression — the kind that keeps customers happy.





Clue #2: More secretaries type more letters on this bright, white sheet than on any other watermarked paper. They do their best work on it.



More help? Clue #3: Erasing mistakes is easy on this paper. But no printer makes a mistake when he gives a customer this best-known name in paper. It leads to profitable repeat business for you.

**ANSWER:** You guessed it! Hammermill Bond! To be exact, Hammermill Bond, Bond finish, Substance 24, white. Also available in 13 colors with envelopes to match. Why not use Hammermill Bond on your next job . . . and get all these advantages. Ask your Hammermill Merchant for the free Hammermill Bond sample book. And while you're at it, get a copy of the new Hammermill Bond Letterhead Portfolio. Hammermill Paper Company, Erie, Pennsylvania.



## Many Fine Lithographed Pieces

### Among 294 LPNA Awards Winners

**F**OLLOWING is a complete list of award winners in the 10th annual Lithographic Awards Competition and Exhibit sponsored by LPNA. Numbers in photos refer to awards. See Metal Decorating section for more photos.

#### DIRECT MAIL AND SALES SERVICE LITERATURE

Folders (single sheet, folded to less than 17 x 22")

1. *Inland Lithograph Co.*, Chicago; 2. *Inland Lithograph Co.*, Chicago; 3. *A. D. Weiss Litho, Inc.*, Miami; 4. *Photopress, Inc.*, Broadview, Ill.; 5. *Great Lakes Press Corp.*, Rochester; 6. *Wetzel Brothers*, Milwaukee.

Broadsides (single sheet, folded to more than 17 x 22")

7. *Benart Photo Offset Co.*, New York; 8. *Ketterlinus Lithographic Mfg. Co.*, Primus, Pa.; 9. *The James H. Barry Co.*, San Francisco; 10. *Central Lithograph Co.*, Cleveland; 11. *Herbick & Held Printing Co.*, Pittsburgh; 12. *Volk Litho, Inc.*, Bridgeport, Conn.

Booklets—Small (Less than 6 x 9")

13. *A. Carlisle & Co.*, San Francisco; 14. *Devon Press*, New York; 15. *Hillison & Etten*, Chicago; 16. *Inland Lithograph Co.*, Chicago; 17. *Byron's Litho Arts*, Long Beach, Cal.; 18. *Stecher-Traung Lithograph Corp.*, Rochester.

Booklets—Large (6 x 9" or larger)

19. *Litho-Krome Company*, Columbus, Ga.; 20. *Judd & Detweiler, Inc.*, Washington, D. C.; 21. *R. R. Donnelley & Sons Co.*, Chicago; 22. *National Lithographers*, Miami; 23. *Zabel Brothers Co., Inc.*, Philadelphia; 24. *The Regensteiner Corp.*, Chicago; 25. *Rapid Blue Print Co., Lithograph Div.*, Los Angeles; 26. *The Mulford Co.*, Detroit; 27. *H. S. Crocker Co., Inc.*, San Bruno, Cal.; 28. *R. R. Donnelley & Sons Co.*, Chicago; 29. *The Regensteiner Corp.*, Chicago; 30. *Hillside Press*, Los Angeles.

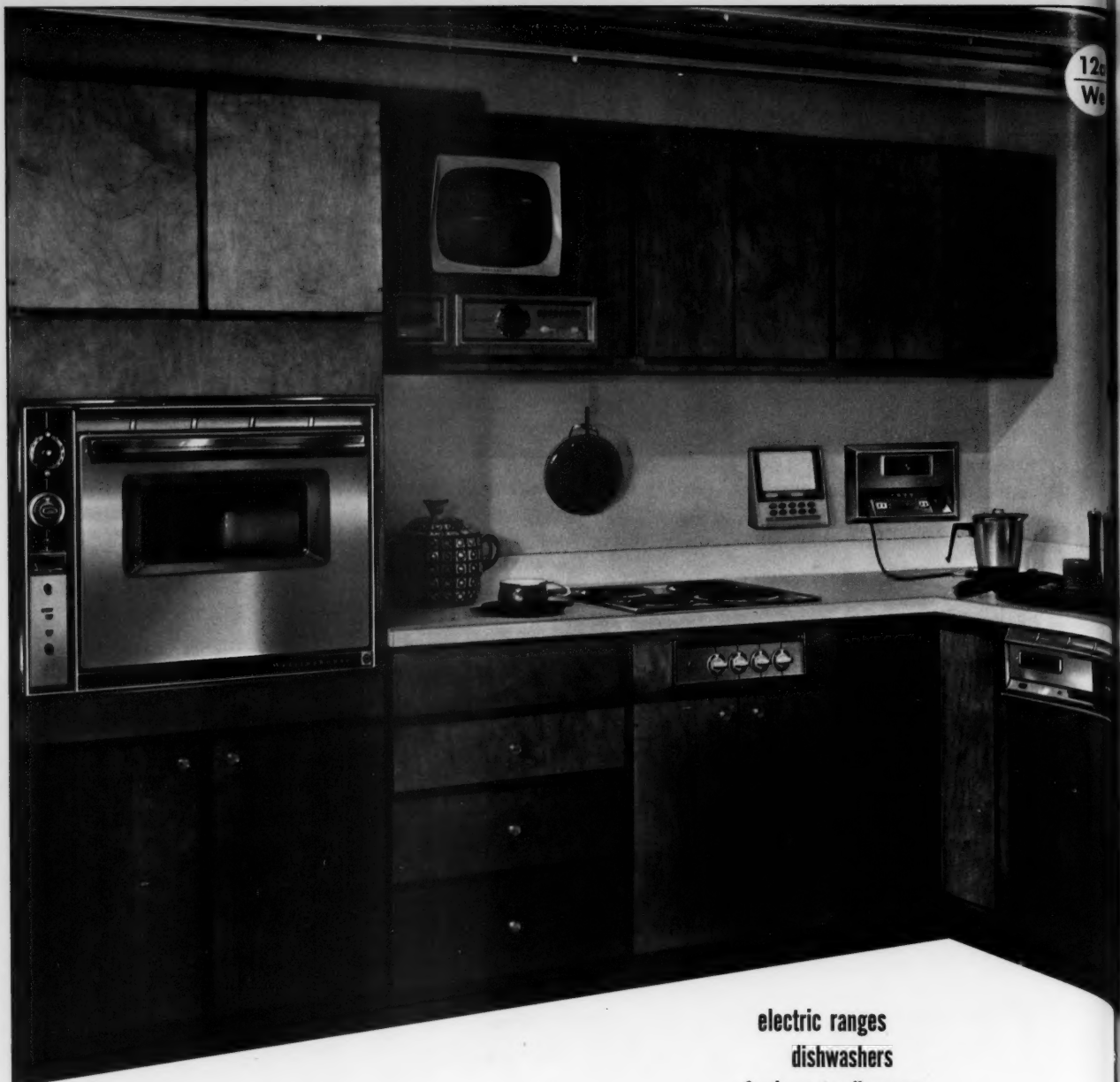
Covers, Inserts and Signatures

31. *General Offset Printing Co.*, Springfield, Mass.; 32. *The Crane-Howard Lithograph Co.*, Cleveland; 33. *Fey Publishing Company*, Wisconsin Rapids, Wis.; 34. *The Crane-Howard Lithograph Co.*, Cleveland; 35. *Stecher-Traung Lithograph Corp.*, Rochester; 36. *Columbus Bank Note Co.*, Columbus, O.; 37. *Rapid Blue Print Co., Lithograph Div.*, Los Angeles; 38. *Cape & Company, Ltd.*, Toronto; 39. *Litho Arts, Inc.*, Miami; 40. *Koltun Brothers Lithographers*, Los Angeles; 41. *Homer H. Boelter Lithography*, Hollywood, Cal.; 42. *Topset Lithography Co.*, New York.

Miscellaneous—Envelope Inserts, etc.

43. *The E. F. Schmidt Co.*, Milwaukee; 44. *Coburn and Co.*, Chicago; 45. *Wm. J. Keller, Inc.*, Buffalo; 46. *Crest Litho, Inc.*,





electric ranges  
dishwashers  
food waste disposers  
clothes washers  
clothes dryers  
combination washer-dryers  
refrigerator-freezers  
home freezers  
water heaters

## Westinghouse appliances for home planning

room air conditioners  
automatic appliance centers  
steel kitchen cabinets  
wood kitchen cabinets



The Westinghouse catalogue inserts were lithographed on 70# Sterling Offset Enamel by William Feather Company, Cleveland, Ohio. They were run on a 43 x 60 two-unit Miehle Lithograph press.

## West Virginia creates "buy appeal" for Westinghouse!

Colorful sales literature plays an important part in promoting Westinghouse appliances and cabinets and in pointing up their slogan.

In this booklet, Westinghouse wanted to be sure of uniformly sharp, clean reproduction and true, inviting colors, so the lithographer chose Sterling Offset Enamel by West Virginia.

In addition to appearance, Sterling Offset Enamel gives you outstanding runnability and stability. To assure the stability of Sterling Offset Enamel, rigid moisture control is maintained throughout manufacture and delivery, so that the paper arrives with the humidity required for uniform performance and closer register.

Backing up West Virginia quality is a technical service group organized to assist you on production problems. As a further service, they have just published a series of booklets on moisture and humidity. For a free copy, just write "Project Humidor," care of the New York office.

For full details on Sterling Offset and other members of West Virginia's family of fine papers, and on West Virginia's direct mill-to-you policy, write: West Virginia Pulp and Paper Company, 230 Park Avenue, New York 17, N. Y. Or, if you prefer, get in touch with an office listed below.

Fine Papers Division  
Commercial Printing Paper Sales

Chicago 1/FR 2-7620	New York 17/MU 6-8400
Cincinnati 12/RE 1-6350	Philadelphia 7/LO 8-3680
Detroit 35/DI 1-5522	Pittsburgh 19/CO 1-6660
San Francisco 5/GA 1-5104	



**West Virginia  
Pulp and Paper**

THIS INSERT IS LITHOGRAPHED ON STERLING OFFSET ENAMEL 25 x 38—80#.



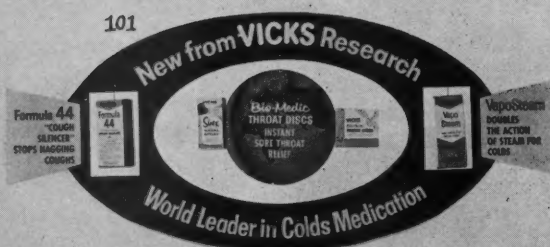
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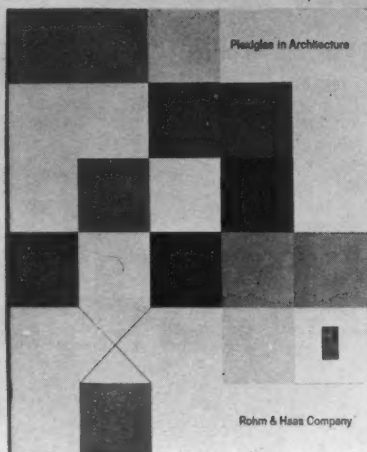
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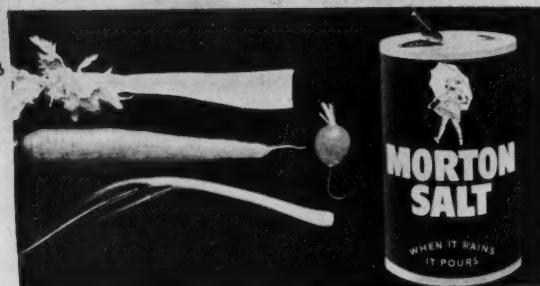


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103





...and at their best when they roll into action!



*Williamsburg Offset, Franklin Bristols and Princess Anne Bond give a distinctive, dress-uniform look to your printing. And they're as hardy as they're handsome! Prove them in action on your next run. See your local distributor of Union-Camp fine papers for sizes, weights and samples.*



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The French Republican Guard—printed on Franklin White Tag. Basis 21 x 28 200M

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Albany; 47. *Darby Printing Co.*, Washington, D. C.; 48. *Wm. J. Keller Inc.*, Buffalo.

#### BUSINESS REPORTS

Annual, Quarterly and Other Reports (more than one process)  
49. *Davis, Delaney, Inc.*, New York; *Georgian Press*, New York;  
*Beck Engraving Co.*, Philadelphia; 50. *Jeffries Banknote Co.*,  
Los Angeles; 51. *Jeffries Banknote Co.*, Los Angeles; 52. *Western  
Lithograph Co.*, Wichita; 53. *Koltun Brothers Litho.*, Los Angeles;  
54. *Spectrum Printing & Lithography*, New York.

#### POINT-OF-PURCHASE MATERIAL

##### Window Displays, Flat-Plane

55. *Einson-Freeman Co., Inc.*, Long Island City, N. Y.; 56. *Einson-Freeman Co., Inc.*, Long Island City, N. Y.; 57. *Litho-Krome Co.*,  
Columbus, Ga.; 58. *Ketterlinus Lithographic Mfg. Co.*, Primos, Pa.;  
59. *U.S. Printing & Lithograph Div. of Diamond National Corp.*,  
New York; 60. *Niagara Lithograph Co.*, New York; 61. *Einson-Freeman Co., Inc.*, Long Island City, N. Y.; 62. *Einson-Freeman Co., Inc.*, Long Island City, N. Y.; 63. *Recorder-Sunset Press*,  
San Francisco; 64. *Einson-Freeman Co., Inc.*, Long Island City,  
N. Y.; 65. *Einson-Freeman Co., Inc.*, Long Island City, N. Y.;  
66. *The Hennegan Co.*, Cincinnati.

##### Light Displays

67. *Schmidt Lithograph Co.*, San Francisco; 68. *Snyder & Black &  
Schlegel*, White Plains, N. Y.; 69. *U.S. Printing & Lithograph,  
Inc., Div. of Diamond National Corp.*, New York; 70. *Process  
Lithographers Co.*, New York; 71. *A. Carlisle & Co.*, San Fran-  
cisco; 72. *Forbes Lithograph Mfg. Co.*, Boston.

##### Motion Displays

73. *Western Lithograph Co.*, Los Angeles; 74. *Snyder & Black &  
Schlegel, Inc.*, White Plains, N. Y.; 75. *Snyder & Black & Schlegel,  
Inc.*, White Plains, N. Y.; 76. *U.S. Printing & Lithograph Div. of  
Diamond National Corp.*, Erie, Pa.; 77. *Industrial Lithographic  
Co., Inc.*, New York; 78. *Schmidt Lithograph Co.*, San Francisco.

##### Counter Merchandisers and Displays

79. *Einson-Freeman Co., Inc.*, Long Island City, N. Y.; 80. *Con-  
solidated Lithographing Corp.*, Carle Place, N. Y.; 81. *Queens  
Lithographing Corp.*, Long Island City, N. Y.; 82. *Weber Litho-  
graphing Co.*, Chicago; 83. *The Merrick Lithograph Co.*, Cleve-  
land; 84. *Nielsen Lithographing Co.*, Cincinnati.

##### Floor Merchandisers, Spectaculars and Island Displays

85. *Inland-Magill Weinsheimer Corp.*, Lincolnwood, Ill.; 86. *The  
Hennegan Co.*, Cincinnati; 87. *Ketterlinus Litho. Mfg. Co.*, Primos,  
Pa.; 88. *Snyder & Black & Schlegel, Inc.*, White Plains, N. Y.;  
89. *Einson-Freeman Co., Inc.*, Long Island City, N. Y.; 90. *Inland  
Lithograph Co.*, Chicago.

##### Combination Displays (more than one process)

91. *Industrial Lithographic Co., Inc.*, New York; 92. *Sweeney  
Lithograph Co., Subsidiary of Federal Paper Board Co., Inc.*,  
Belleville, N. J.; 93. *Snyder & Black & Schlegel, Inc.*, White  
Plains, N. Y.; 94. *Consolidated Lithographing Corp.*, Carle Place,  
N. Y.; 95. *Brett Lithographing Co., Subsidiary, U.S. Printing &  
Lithograph*, Long Island City, N. Y.; 96. *Lutz & Sheinkman*, New  
York.

##### Other In-Store Displays (Shelf talkers, window strips, price cards, banners, etc.)

97. *Schmidt Lithograph Co.*, San Francisco; 98. *Einson-Freeman  
Co., Inc.*, Long Island City, N. Y.; 99. *Lithographic Corp. of  
America*, Bridgeport, Conn.; 100. *U.S. Printing & Lithograph Div.  
of Diamond National Corp.*, Erie, Pa.; 101. *Oberly & Newell  
Lithograph Corp.*, New York; 102. *Continental Lithographers, Inc.*,  
St. Louis.

#### POSTERS

##### 24- and 30-Sheet Posters

103. *U.S. Printing & Lithograph, Div. of Diamond National Corp.*,  
Erie, Pa.; 104. *U.S. Printing & Lithograph, Div. of Diamond  
National Corp.*, Erie, Pa.; 105. *U.S. Printing & Lithograph, Div.  
of Diamond National Corp.*, Erie, Pa.; 106. *McCandlish Lithograph*

*Corp., Subsidiary, U.S. Printing & Lithograph*, Philadelphia;  
107. *The Gugler Lithographic Co.*, Milwaukee; 108. *Schmidt  
Lithograph Co.*, San Francisco.

##### One, 2, 3 Sheet, Truck, Wall, Window, etc.,

##### Posters and Wall Charts

109. *Continental Lithograph Corp.*, Cleveland; 110. *McCandlish  
Lithograph Corp., Subsidiary, U.S. Printing & Lithograph*, Phila-  
delphia; 111. *The Hennegan Co.*, Cincinnati; 112. *Snyder &  
Black & Schlegel, Inc.*, White Plains, N. Y.; 113. *Continental  
Lithographers*, St. Louis; 114. *Eastern Colortype Corp.*, Clifton,  
N. J.

#### DISPLAY CARDS

##### Car Card, Bus, End Cards

115. *Continental Lithograph Corp.*, Cleveland; 116. *McCandlish  
Lithograph Corp., Subsidiary, U.S. Printing & Lithograph*, Phila-  
delphia; 117. *McCandlish Lithograph Corp., Subsidiary, U.S.  
Printing & Lithograph*, Philadelphia; 118. *R. Wayne Co., Inc.*,  
New York; 119. *The Strobbridge Lithographing Co.*, Cincinnati;  
120. *U.S. Printing & Lithograph, Div. of Diamond National Corp.*,  
Erie, Pa.

#### PACKAGING MATERIAL

121. *Schmidt Lithograph Co.*, San Francisco; 122. *Philipp Litho-  
graphing Co.*, Grafton, Wis.; 123. *U.S. Printing & Lithograph,  
Div. of Diamond National Corp.*, St. Charles, Ill.; 124. *Hammer  
Lithograph Corp.*, Rochester; 125. *Courier-Journal Lithographing  
Co.*, Louisville; 126. *Consolidated Lithographing Corp.*, Carle  
Place, N. Y.

##### Cartons

133. *C. A. Sauter Co., Inc.*, Philadelphia; 134. *C. A. Sauter Co.,  
Inc.*, Philadelphia; 135. *Container Corporation of America*, Chi-  
cago; 136. *Federal Carton Co.*, North Bergen, N. J.; 137. *Rochester  
Folding Box Co.*, Rochester; 137. *U.S. Printing & Lithograph,  
Div. of Diamond National Corp.*, Cincinnati; 138. *U.S. Printing &  
Lithograph, Div. of Diamond National Corp.*, Cincinnati.

##### Miscellaneous—Packaging Inserts, All-over Papers, Tags, Seals, etc.

139. *Futura Litho. Co.*, New York; 140. *Commercial Printers, Inc.*,  
Columbus, Ga.; 141. *Queens Lithographing Corp.*, Long Island  
City, N. Y.; 142. *Photopress, Inc.*, Broadview, Ill.; 143. *Con-  
solidated Lithographing Corp.*, Carle Place, N. Y.; 144. *Niagara  
Lithograph Co.*, New York.

##### Labels and Wrappers—Other Processes

145. *Milprint, Inc.*, Milwaukee; 146. *Snyder & Black & Schlegel,  
Inc.*, White Plains, N. Y.; 147. *Consolidated Lithographing Corp.*,  
Carle Place, N. Y.; 148. *Consolidated Lithographing Corp.*, Carle  
Place, N. Y.; 149. *Milprint, Inc.*, Milwaukee; 150. *U.S. Printing &  
Lithograph, Div. of Diamond National Corp.*, Cincinnati.

#### BANK & COMMERCIAL STATIONERY

##### Business Stationery—Letterheads, Envelopes and Matched Stationery

151. *Fox Press, Inc.*, Hartford, Conn.; 152. *Western Lithograph  
Co.*, Los Angeles; 153. *Horn Ohio Co.*, Cleveland; 154. *Arcade  
Lithographing Corp.*, Chattanooga, Tenn.; 155. *Redson-Rice Corp.*,  
Chicago; 156. *Gazette Printing Co., Ltd.*, Montreal.

##### Miscellaneous—Commercial Checks, Bank Checks and Drafts,

##### Ruled Forms, Certificates, Blotters, etc.

157. *Ketterlinus Lithographic Mfg. Co.*, Primos, Pa.; 158. *Denni-  
son & Sons*, Long Island City, N. Y.; 159. *The J. C. Hall Co.*,  
Pawtucket, R. I.; 160. *Weber Lithographing Co.*, Chicago; 161.  
*Dennison & Sons*, Long Island City, N. Y.; 162. *Dowchex, Inc.*,  
Brockton, Mass.

#### BOOKS AND BOOK JACKETS

##### Juvenile Picture and Text Books

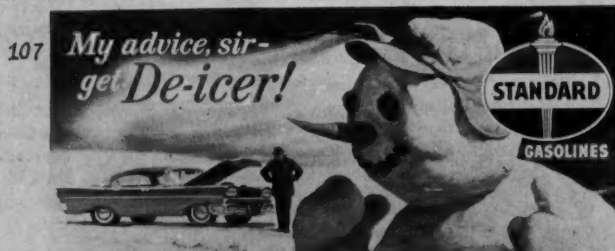
163. *Western Printing & Litho. Co.*, Poughkeepsie, N. Y.; 164.  
*Connecticut Printers, Inc.*, Hartford, Conn.; 165. *Western Print-  
ing & Litho. Co.*, Poughkeepsie, N. Y.; 166. *Consolidated Litho-*



80



86



107

My advice, sir -  
get *De-icer!*



133



149



AnSCO HIGH-SPEED COLOR FILMS



57



113



83



66



29

Best Lincolns in forty years





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graphing Corp., Carle Place, N. Y.; 167. *Consolidated Lithographing Corp.*, Carle Place, N. Y.; 168. *Duenewald Printing Co.*, New York.

#### Trade, Text, other Books

169. *Hermer Lithography*, New York; *Lutz & Sheinkman*, New York; 170. *Herbick & Held Printing Co.*, Pittsburgh; *The Murray Printing Co.*, Forge Village, Mass.; 172. *Universal Lithographers, Inc.*, Baltimore; 173. *Brett Lithographing Co., Subsidiary, U.S. Printing & Lithograph*, Long Island City, N. Y.; 174. *Consolidated Lithographing Corp.*, Carle Place, N. Y.

#### Book Jackets

175. *The Baughman Co.*, Richmond; 176. *The Baughman Co.*, Richmond; 177. *The Regensteiner Corp.*, Chicago; 178. *Judd & Detweiler, Inc.*, Washington, D. C.; 179. *Connecticut Printers, Inc.*, Hartford, Conn.; 180. *Western Printing & Litho. Co.*, Poughkeepsie, N. Y.

#### School Yearbooks

181. *Wm. J. Keller Inc.*, Buffalo; 182. *Taylor Publishing Co.*, Dallas; 183. *Wheelwright Lithographing Co.*, Salt Lake City; 184. *Newsfoto Publishing Co.*, San Angelo, Tex.; 185. *Western Printing & Litho. Co.*, Hannibal, Mo.; 186. *New City Publishing Co.*, Union City, N. J.

### MAGAZINES & HOUSE ORGANS

#### Complete Publications

187. *Young and Klein, Inc.*, Cincinnati; 188. *Rapid Blue Print Co., Lithograph Div.*, Los Angeles; 189. *William G. Johnston Co.*, Pittsburgh; 190. *New Era Lithograph Co., Inc.*, New York; 191. *The Veritone Co.*, Chicago; 192. *Michigan Lithographing Co.*, Grand Rapids, Mich.

#### Covers Only

193. *Inland Lithograph Co.*, Chicago; 194. *Herst Litho. Inc.*, New York, N. Y.; 195. *Ketterlinus Lithographic Mfg. Co.*, Primos, Pa.; 196. *Gibson & Perin Co.*, Cincinnati; 197. *Western Lithograph Co.*, Wichita; 198. *The Regensteiner Corp.*, Chicago.

#### Signatures and Inserts

199. *The A. L. Garber Co.*, Ashland, O.; 200. *The Nielsen Lithographing Co.*, Cincinnati; 201. *Litho-Krome Company*, Columbus, Ga.; 202. *Hillside Press*, Los Angeles; 203. *Inland Lithograph Co.*, Chicago; 204. *Central Lithograph Co.*, Cleveland.

#### MAPS—All Kinds

205. *Stecher-Traung Lithograph Corp.*, Rochester, N. Y.; 206. *Western Printing & Litho. Co.*, Poughkeepsie, N. Y.; 207. *Western Printing & Litho. Co.*, Poughkeepsie, N. Y.; 208. *Ketterlinus Lithographic Mfg. Co.*, Primos, Pa.; 209. *Runkle-Thompson-Kovats, Inc.*, Chicago; 210. *R. M. Rigby Printing Co.*, Kansas City, Mo.

#### Menus, Programs and Announcements—All

211. *Jorgenson & Co.*, San Francisco; 212. *American Lithograph Co.*, Atlanta; 213. *Charles L. Conlan Printers & Lithographers*, San Francisco; 214. *William G. Johnston Co.*, Pittsburgh; 215. *Barton Press*, Newark, N. J.; 216. *Publishers Press*, Miami.

### CARDS

#### Greeting Cards—Published (Stock)

217. *H. S. Crocker Co., Inc.*, San Bruno, Cal.; 218. *The Crane Howard Lithograph Co.*, Cleveland; 219. *American Color Process Co.*, Cleveland; 220. *Cape & Company, Ltd.*, Toronto; 221. *Copifyer Lithograph Corp.*, Cleveland; 222. *The Crane Howard Lithograph Co.*, Cleveland.

#### Greeting Cards—Private

223. *Hillside Press*, Los Angeles; 224. *Associated Lithographers, Inc.*, Des Moines, Iowa; 225. *Koltun Brothers Lithographers*, Los Angeles; 226. *Young and Klein Inc.*, Cincinnati; 227. *Gazette Printing Co., Ltd.*, Montreal, Canada; 228. *The Strobridge Lithographing Co.*, Cincinnati.

#### Pictorial Post Cards

229. *R. M. Rigby Printing Co.*, Kansas City, Mo.; 230. *Colourpicture Publishers, Inc.*, Boston; 231. *H. S. Crocker Co., Inc.*,

San Bruno, Cal.; 232. *Dexter Press, Inc.*, West Nyack, N. Y.; 233. *H. S. Crocker Co., Inc.*, San Bruno, Cal.; 234. *Chicago Show Printing Co.*, Chicago.

#### Combination Greeting Cards (more than one process)

235. *The Strobridge Lithographing Co.*, Cincinnati; 236. *American Color Process Co.*, Cleveland; 237. *House of Harley Ptg. Co., Inc.*, New York; 238. *Consolidated Lithographing Corp.*, Carle Place, N. Y.; 239. *Michigan Lithographing Co.*, Grand Rapids, Mich.; 240. *Colourpicture Publishers, Inc.*, Boston.

### CALENDARS

#### Stock Calendars

241. *Brown & Bigelow*, St. Paul; 242. *Brown & Bigelow*, St. Paul; 243. *Joseph Hoover & Sons Co.*, Philadelphia; 244. *U. O. Colson Co.*, Paris, Ill.; 245. *Joseph Hoover & Sons Co.*, Philadelphia; 246. *U. O. Colson Co.*, Paris, Ill.

#### Custom-Built Calendars

247. *McCormick-Armstrong Co., Inc.*, Wichita, Kan.; 248. *Ketterlinus Lithographic Mfg. Co.*, Primos, Pa.; 249. *Forbes Lithograph Mfg. Co.*, Boston; 250. *Ketterlinus Lithographic Mfg. Co.*, Primos, Pa.; 251. *Forbes Lithograph Mfg. Co.*, Boston; 252. *Oberly & Newell Lithograph Corp.*, New York.

#### Engagement and Diary Calendars

253. *Crafton Graphic Company, Inc.*, New York; 254. *Economy Lithograph Co.*, Los Angeles; 255. *Runkle-Thompson-Kovats, Inc.*, Chicago; 256. *Photopress, Inc.*, Broadview, Ill.; 257. *Colourpicture Publishers, Inc.*, Boston; 258. *Cox Lithographing Corp.*, Warren, O.

### ART PRINTS—All

259. *Young and Klein Inc.*, Cincinnati; 260. *The Lezius-Hiles Co.*, Cleveland; 261. *Ketterlinus Lithographic Mfg. Co.*, Primos, Pa.; 262. *H. S. Crocker Co., Inc.*, San Bruno, Cal.; 263. *Harrison Color Process*, Philadelphia; 264. *U.S. Printing & Lithograph, Div. of Diamond National Corp.*, Mineola, N. Y.

### DECALCOMANIAS—All

265. *The Meyercord Co.*, Chicago; 266. *The Meyercord Co.*, Chicago; 267. *The Meyercord Co.*, Chicago; 268. *The Meyercord Co.*, Chicago; 269. *The Meyercord Co.*, Chicago; 270. *The Meyercord Co.*, Chicago.

### METAL LITHOGRAPHY—All

271. *Metal Litho Corp.*, Brooklyn; 272. *Continental Can Co., Inc.*, New York; 273. *American Can Co.*, Bellwood, Ill.; 274. *J. L. Clark Mfg. Co.*, Rockford, Ill.; 275. *Caspers Tin Plate Co.*, Chicago, Ill.; 276. *The Parker Metal Decorating Co.*, Baltimore.

### SPECIALTIES AND NOVELTIES

#### Playing Cards, Book Matches, Premiums and

#### Miscellaneous Paper Products

277. *Moebius Printing Co.*, Milwaukee; 278. *Einson-Freeman Co., Inc.*, Long Island City, N. Y.; 279. *Lutz & Sheinkman*, New York; 280. *Brett Lithographing Co., Subsidiary, U.S. Printing & Lithograph*, Long Island City, N. Y.; 281. *The Merrick Lithograph Co.*, Cleveland; 282. *Consolidated Lithographing Corp.*, Carle Place, N. Y.

#### Lithography on Textiles, Vinyls, Plastics, Acetates, etc.

#### Cloth Book Covers and All Other Non-Paper Materials except Metal

283. *Inland Lithograph Co.*, Chicago; 284. *Peninsula Lithograph Co.*, Redwood City, Cal.; 285. *Harrison Color Process*, Philadelphia; 286. *Consolidated Lithographing Corp.*, Carle Place, N. Y.; 287. *Brett Lithographing Co., Subsidiary, U.S. Printing & Lithograph*, Long Island City, N. Y.; 288. *Philipp Lithographing Co.*, Grafton, Wis.

### LITHOGRAPHER'S OWN PROMOTION

#### All Lithographed Material Used for Self-Advertising and to

#### Promote Lithographer's Own Services

289. *McCormick-Armstrong Co., Inc.*, Wichita, Kan.; 290. *Clement Colorotype Inc.*, Chicago; 291. *The Fox Press, Inc.*, Hartford, Conn.; 292. *Lebanon Valley Offset Co., Inc.*, Cleona, Pa.; 293. *Offset-Craft, Inc.*, New York; 294. *Chicago Offset Printing Co.*, Chicago.★



This is printed on the adhesive side of Davac®-AP, Nashua's modern gummed papers!

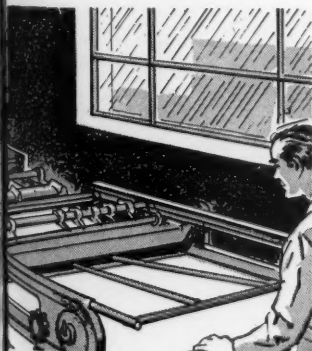
*(moisten a finger and see!)*

Here's a different gummed paper . . . one that prints beautifully even on the adhesive side! It's Davac-AP, Nashua's modern, **all-purpose** gummed paper.

With Davac-AP gummed paper, you have a single adhesive grade you can use for virtually any gummed printing job — even "reverse side" printing. The super-strength adhesive gives superior bond on a wide variety of labeling surfaces. And Davac-AP gummed papers stay flat . . . print and handle as easily as ungummed stock.

You also get an undistorted printing surface. Davac-AP gummed papers need no breaking or stack calendering . . . give you a mill-perfect surface for perfect printing results.

Ask your nearby paper merchant — listed on the back of this insert — for sample sheets. Or write directly to Nashua Corporation, Dept. ML-50, 44 Franklin Street, Nashua, New Hampshire. For Davac-AP in Canada: Nashua (Canada) Ltd., Peterborough, Ontario.



An "elastic" adhesive — a product of Nashua research — prevents curl in Davac-AP gummed papers. This adhesive expands and contracts in balance with the paper itself . . . gives you trouble-free printing, spoilage-free storage.

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**NASHUA**  
Corporation



# Davac®-AP, Nashua's modern all-purpose gummed paper, is available through the fine paper merchants listed below...

Ask for trial-run sample sheets

<b>AKRON, OHIO</b> Alling and Cory Company Milcraft Paper Company	<b>COLUMBUS, OHIO</b> Central Ohio Paper Company	<b>INDIANAPOLIS, INDIANA</b> Indiana Paper Company	<b>NASHVILLE, TENNESSEE</b> Bond-Sanders Paper Company	<b>SALT LAKE CITY, UTAH</b> Carpenter Paper Company
<b>ALBANY, NEW YORK</b> Hudson Valley Paper Company	<b>CONCORD, NEW HAMPSHIRE</b> John Carter and Company, Inc.	<b>JACKSON, MISSISSIPPI</b> Jackson Paper Company	<b>NEWARK, NEW JERSEY</b> Central Paper Company	<b>SAN ANTONIO, TEXAS</b> Carpenter Paper Company
<b>ALBUQUERQUE, NEW MEXICO</b> Carpenter Paper Company	<b>DALLAS, TEXAS</b> Carpenter Paper Company	<b>JACKSONVILLE, FLORIDA</b> Jacksonville Paper Company	<b>NEW HAVEN, CONNECTICUT</b> John Carter Company Carter Rice Storrs & Bement	<b>SAN FRANCISCO, CALIFORNIA</b> Bonestell Paper Company Carpenter Paper Company
<b>ALEXANDRIA, LOUISIANA</b> Louisiana Paper Company, Ltd.	<b>DAYTON, OHIO</b> Central Ohio Paper Company	<b>JAMESTOWN, NEW YORK</b> Milcraft Paper Company	<b>NEW ORLEANS, LOUISIANA</b> D and W Paper Company, Inc.	<b>SAVANNAH, GEORGIA</b> The Atlantic Paper Company
<b>ATLANTA, GEORGIA</b> Sloan Paper Company Whitaker Paper Company	<b>DENVER, COLORADO</b> Carpenter Paper Company	<b>KANSAS CITY, MISSOURI</b> Carpenter Paper Company	<b>NEW YORK, NEW YORK</b> American Paper Exports Inc. Alling and Cory Company Miller & Wright Paper Company Harry Elish Paper Company Linde-Lathrop Paper Co., Inc. Geo. W. Millar and Co., Inc. Whitaker Paper Company	<b>SEATTLE, WASHINGTON</b> Carpenter Paper Company West Coast Paper Company
<b>AUGUSTA, MAINE</b> Carter Rice Storrs & Bement	<b>DES MOINES, IOWA</b> Carpenter Paper Company	<b>KNOXVILLE, TENNESSEE</b> Dillard Paper Company	<b>NORFOLK, VIRGINIA</b> Old Dominion Paper Company	<b>SHREVEPORT, LOUISIANA</b> Louisiana Paper Company, Ltd.
<b>AUSTIN, TEXAS</b> Carpenter Paper Company	<b>DETROIT, MICHIGAN</b> Seaman-Patrick Paper Company Whitaker Paper Company	<b>LINCOLN, NEBRASKA</b> Carpenter Paper Company	<b>OGDEN, UTAH</b> Carpenter Paper Company	<b>SIOUX CITY, IOWA</b> Carpenter Paper Company
<b>BALTIMORE, MARYLAND</b> Whitaker Paper Company White Rose Paper Company	<b>EAST HARTFORD, CONNECTICUT</b> Carter Rice Storrs & Bement	<b>LITTLE ROCK, ARKANSAS</b> Roach Paper Company	<b>OKLAHOMA CITY, OKLAHOMA</b> Carpenter Paper Company	<b>SIOUX FALLS, SOUTH DAKOTA</b> John Leslie Paper Company
<b>BATON ROUGE, LOUISIANA</b> Louisiana Paper Company, Ltd.	<b>EL PASO, TEXAS</b> Carpenter Paper Company	<b>LONGVIEW, TEXAS</b> Etex Paper Company	<b>OMAHA, NEBRASKA</b> Carpenter Paper Company	<b>SPokane, WASHINGTON</b> McGinnis Independent Paper
<b>BILLINGS, MONTANA</b> Carpenter Paper Company	<b>FARGO, NORTH DAKOTA</b> John Leslie Paper Company	<b>LOS ANGELES, CALIFORNIA</b> Carpenter Paper Company Ingram Paper Company	<b>ORLANDO, FLORIDA</b> Central Paper Company	<b>SPRINGFIELD, MASSACHUSETTS</b> Carter Rice Storrs & Bement
<b>BIRMINGHAM, ALABAMA</b> Sloan Paper Company	<b>FORT WAYNE, INDIANA</b> Milcraft Paper Company Taylor Martin Papers, Inc.	<b>LOUISVILLE, KENTUCKY</b> Rowland Paper Company	<b>PHILADELPHIA, PENNSYLVANIA</b> Rhodes Paper Company Whiting Patterson Company	<b>SYRACUSE, NEW YORK</b> Alling and Cory Company
<b>BOSTON, MASSACHUSETTS</b> Carter Rice Storrs & Bement John Carter Company	<b>FORT WORTH, TEXAS</b> Carpenter Paper Company	<b>LUBBOCK, TEXAS</b> Carpenter Paper Company	<b>PITTSBURGH, PENNSYLVANIA</b> Alling and Cory Company Whitaker Paper Company	<b>TACOMA, WASHINGTON</b> Allied Paper Company, Inc.
<b>BRISTOL, VIRGINIA</b> Dillard Paper Company	<b>GLOUCESTER CITY, NEW JERSEY</b> Rhodes Paper Company	<b>LYNCHBURG, VIRGINIA</b> Caskie Paper Company, Inc.	<b>POCATELLO, IDAHO</b> Carpenter Paper Company	<b>TALLAHASSEE, FLORIDA</b> Capital Paper Company
<b>BUFFALO, NEW YORK</b> Alling and Cory Company	<b>GRAND ISLAND, NEBRASKA</b> Carpenter Paper Company	<b>MACON, GEORGIA</b> Macon Paper Company	<b>PORTLAND, OREGON</b> Carter Rice & Company Div. of Carpenter Paper Company	<b>TAMPA, FLORIDA</b> Tampa Paper Company
<b>CHARLESTON, WEST VIRGINIA</b> Central Ohio Paper Company	<b>GRAND RAPIDS, MICHIGAN</b> Carpenter Paper Company	<b>MEMPHIS, TENNESSEE</b> Tayloe Paper Company Roach Paper Company	<b>PROVIDENCE, RHODE ISLAND</b> Carter Rice Storrs & Bement John Carter and Company, Inc.	<b>TEXARKANA, TEXAS</b> Louisiana Paper Company, Ltd.
<b>CHARLOTTE, NORTH CAROLINA</b> Charlotte Paper Company Dillard Paper Company	<b>GREAT FALLS, MONTANA</b> Carpenter Paper Company John Leslie Paper Company	<b>MERIDIAN, MISSISSIPPI</b> Newell Paper Company	<b>PUEBLO, COLORADO</b> Carpenter Paper Company	<b>TOLEDO, OHIO</b> Central Ohio Paper Company Milcraft Paper Company
<b>CHATTANOOGA, TENNESSEE</b> Sloan Paper Company	<b>GREENSBORO, NORTH CAROLINA</b> Dillard Paper Company	<b>MIAMI, FLORIDA</b> Everglade Paper Company	<b>RALEIGH, NORTH CAROLINA</b> Raleigh Paper Company	<b>TOPEKA, KANSAS</b> Carpenter Paper Company
<b>CHICAGO, ILLINOIS</b> Bradner Smith and Company Carpenter Paper Company Dwight Bros. Paper Company	<b>GREENVILLE, SOUTH CAROLINA</b> Dillard Paper Company	<b>MILWAUKEE, WISCONSIN</b> Dwight Bros. Company	<b>RICHMOND, VIRGINIA</b> Richmond Paper Company	<b>TYLER, TEXAS</b> Etex Paper Company
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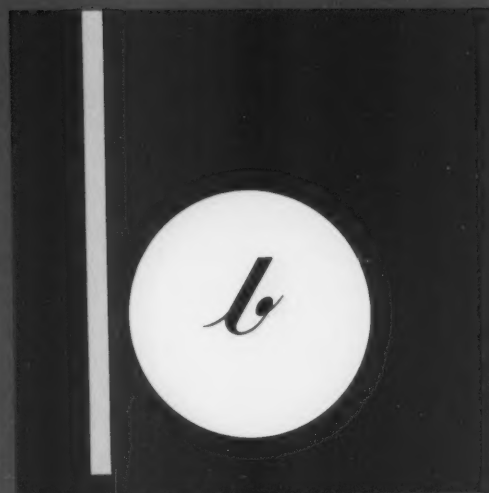


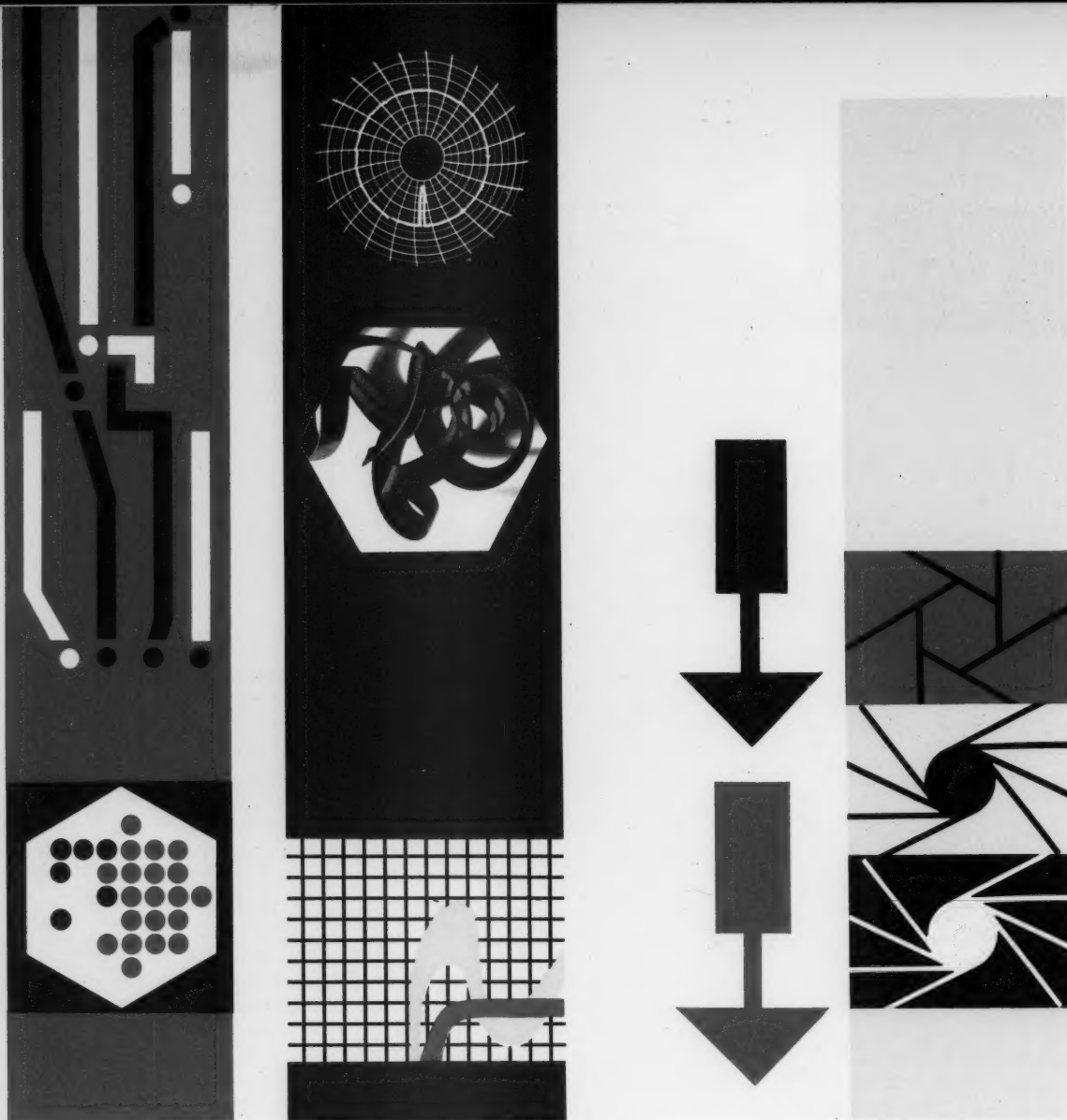
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Designer: Ladislav Sutnar has won acclaim both in Europe and the United States. Chief designer for Czechoslovakia at the 1939 World's Fair, he currently heads up his own New York design firm. Winner of innumerable design awards during the past 35 years, he is also a successful author on the graphic arts.

This is Penn/Brite Offset 100# smooth finish.



## PRODUCTION CLINIC



# How Much Ink and What Kind?

By Frank Arbolino

Plant Superintendent  
Dexter Press, W. Nyack, N. Y.

Two questions keep popping up in the pressroom:

1. "I have a large solid and fine halftones. How much ink should I carry on my rollers?" and,

2. "Should I use a stiff ink or a very short ink?"

The variation in the thickness of ink film is something that bears watching because it has a definite effect on how ink dries on the printed sheet. It is not always the soft or hard finish of the paper that makes an ink dry more slowly or quickly, it may be the thickness of ink film applied that sets the pace.

When it is desirable to have the black type appear light in shade, it is wise to reduce the tintorial strength of the black ink to permit a sufficient film for good drying. Many times the problem arises with litho coated papers because it is necessary to run the ink very spare in order to avoid offsetting. The only alternative is to add sufficient binding varnish to the ink to prevent chalking.

On some soft book papers it is necessary to run a heavier ink film to insure drying and to withstand smashing. However, when type matter and illustrations are on the same plate, very often the ink is run spare to favor the halftone, and the result is insufficient drying over the entire sheet.

The harder the surface of the paper, the thinner the ink film needed. On papers having a soft

finish, a heavier ink film will induce better drying. It is well to bear in mind that the softer the paper, the more vehicle will be absorbed in a given time, and if this time is shorter than that required for the ink to dry, chalking will result.

Since the film thickness has this effect on drying, it is reasonable to assume that uneven drying of a sheet may result from a badly swollen blanket. This condition, where certain parts of the printed area dry and other sections do not, can often be traced to the swollen portions of a rubber blanket where a previous image appeared. The extra pressure between plate and blanket on these swollen portions will pick up a thin film of ink, and at the same time, leave some of the oil which has been absorbed by the rubber during the run of the previous image. A combination of the two will retard drying, particularly on a soft or absorbent paper.

### ***Roller Stripping***

The stripping of rollers can usually be foreseen long before it actually occurs. By observing certain precautions you may be able to avoid it.

Rollers that have been burnished or glazed through careless washing up will invariably give stripping trouble. Frequent cleaning by hand with pumice and oleic acid is recommended to keep rollers in good condition and thereby reduce the amount of stripping.

It is important that rollers be set so that they contact each other over their surface. When portions of a roller do not make contact they become glazed in those areas and will strip. Before putting rollers into the press you should calibrate them over their entire length, at very small intervals, to determine whether they have low spots. If the low spots are slight, the rollers should be set tight enough so that the low spots make contact. If they are so deep that making them touch would cause the remainder of the roller to be set too tight, the roller should be reground by the manufacturer.

Another common cause for glazing, is the tendency of rollers to sag in the center. This creates a glossy appearance on the roller when the press is revolving. It is caused either by the roller being set too tight to the rider, or the roller itself being too heavy, with the centrifugal force making it bow when in motion. This, of course, applies to the larger presses and those with heavy rollers and long spindles.

Another thing to be on the alert for, is the direction of flow of the machine oil from the roller spindles. On some presses the spindles are tapered and excess oil from spindle bearings will run down the tapered spindle and settle at the roller edge. When this condition is constant the oil will eventually soak into the rub-

*(Continued on Page 143)*

## PHOTOGRAPHIC CLINIC

By Herbert P. Paschel  
Graphic Arts Consultant



# Selecting the Right Screen Tint

*Q: Selecting the correct screen tint to get a certain tone value in the reproduction is a constant problem with us. Even when we use the exact same piece of tint film the result varies from job to job. What can we do in selecting a tint to be sure the printed tone will be correct?*

A. E., NEW YORK

A: The apparent tone of a tint area in a reproduction is influenced by several factors—screen value (dot to paper relationship), reflectivity of the paper, and density of the ink film. If you were to print the same tint very precisely on coated and offset stocks the visual tone values of the two reproductions would not match. Even though the area covered by ink and that of the uncovered paper were identical in both cases, for purely physical reasons the perceived tone would differ.

This is because the total amount of light reflected to the eye differs. In the case of coated paper, the bare paper between the dots would have a high reflectance and the dots themselves would be dense (they would have high absorption) with a resulting brightness range of about 20 to 1. In contrast to this, the offset paper has a lower reflectance and the ink film would be of lower density—the two extremes averaging out to a brightness range of about 10 to one. Thus, from the same dot pattern and identical incident light, the reflected light from the two tint areas would

*It is impossible for Mr. Paschel to give personal replies by mail, but all questions will be answered in this column as soon after receipt as possible. The columnist also is available to the trade as a consultant for more complex litho problems.*

differ. It therefore follows that the perceived tones would differ.

This explains why the same tint value does not result in the same tone values when printed on different papers and with different inks. It also indicates that, for a particular tint and paper combination, variations in ink film density will alter the result. However, if you get varying results when using a particular tint, and the paper, ink and press conditions are substantially the same for different jobs, you must then look for other causes.

One possible cause is a sharpening or spreading of the dots in platemaking. This can occur with variations in the platemaking operations due to exposure errors, varying coating thickness, excessive or inadequate development, improper desensitization, undercutting, etc. If your tint films have soft and fuzzy dots, this could also be a contributing factor. Comparing the film and the plate should reveal any discrepancy caused in platemaking. If the loss or

gain in dot size occurs on the press, the problem must be overcome by press adjustment. At this stage also check to make sure there is no loss or gain in ink film density.

The only way to predetermine the proper tint film to use for a specific tone is to have a collection of tint charts representing a variety of paper and ink combinations lithographed right in your own shop. These should be made from contact, not camera, films. If you make your own expendable tint films from masters you can check the value by means of a densitometer. Assuming there are no tone losses or gains in platemaking, it should be possible to obtain the anticipated result in the reproduction. This presupposes that the dots are not sharpened or thickened on the press and that the ink film on the printed sheet matches the ink density on the selector chart.

Even with rigid control over the physical aspects of the reproduction processes, you may still encounter trouble. A tint area on the sheet could look different from the sample even though the dots, ink and paper were an exact match. A difference in the background and adjacent areas could make the same tone look different—visually different from each other, and different from the sample. Such problems are introduced by the visual process of the observer and have nothing to do with reproduction errors. To prove this to yourself you can do the following. Cut out two

small squares from a printed tint. Put one square on a blank sheet of the same paper. Place the second tint square on a piece of black paper. With these different backgrounds the two tint squares will appear to be different even though they are physically identical. The tint on the white surround will appear darker than the same tint on the black background.

You can correct or control a reproduction error but there is very little you can do about the visual variables that do occur. Of course, by knowing about the variables of human vision you can introduce corrective factors but, unfortunately, not with any great degree of precision. Whenever you run into tint problems, first distinguish between visual effects and reproduction errors. If the latter, you can help yourself as outlined.

#### **Difference in Screens**

*Q: Glass screens of the same type are pretty much the same and the technique used for one usually works for another. Does the same apply to the various contact screens on the market? If not, what is the difference?*

C. M. M., DALLAS

**A:** Actually, glass screens do differ but the variations are usually very slight. If two glass screens of the same ruling were made of the same type of glass of the same thickness, and the bonding cement and other factors were equal, the two screens would transmit substantially the same amount of light.

Since the tone characteristics with glass screens are a function of the screen, screen distance, aperture relationship, exposure relationship, etc., a similar exposure technique with two similar screens would result in reasonably equal negatives. But not so with contact screens.

The dissimilarity between magenta and gray screens is, of course, obvious. The difference in the filtering action alone precludes making a direct comparison between colored and neutral contact screens. But whether gray or colored, contact screens of the same type may differ in overall density and dot gradient. Differences in density mean differences in light

transmission which influence the exposure speed of a screen. The dot gradient controls the contrast or reproduction characteristics of a contact screen and variations in this respect mean differences in the resulting halftone tone scale.

Some contact screens are designed for use in a particular process as, for example, a screen with a built-in gradient especially suitable for photoengraving. In this case the dot gradient is designed to provide opti-

mum results with the somewhat flatter tone scale to which photoengraving screen negatives must be made. Other screens are made with an average gradient applicable to all processes with, of course, appropriate adjustment in exposure techniques. All of this will have considerable influence on the exposure techniques necessary to obtain similar negative characteristics from different screens. The various brands of contact screens are

(Continued on Page 143)

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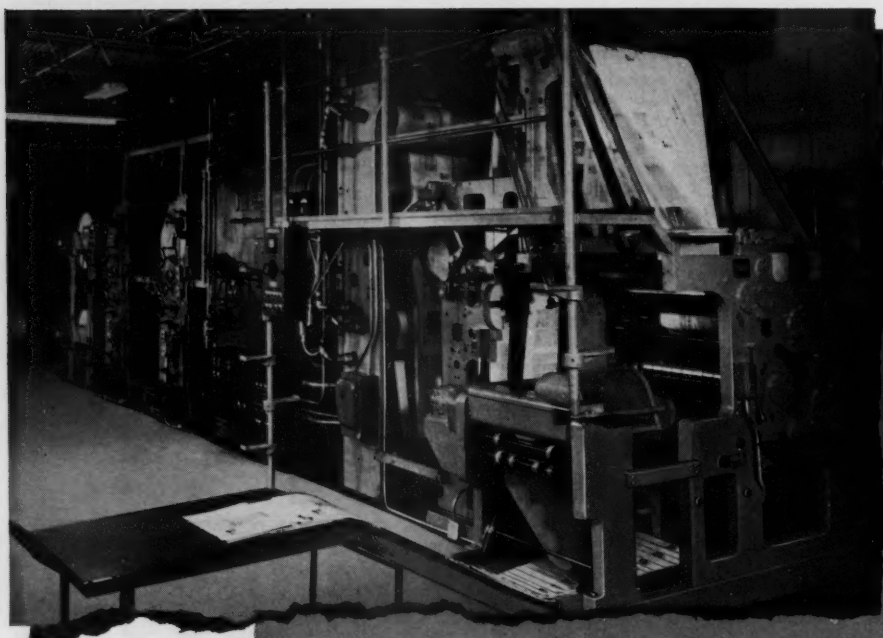
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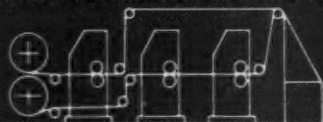
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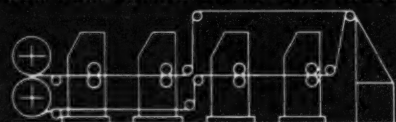
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## TECHNICAL SECTION

# Lithography for Packaging

By Michael H. Bruno

Research Director, LTF

THE use of lithography for packaging has grown at a rapid pace. The following quotation from "What's Going On At Harris Inter-type," Fall, 1958 edition, illustrates this:

*"And speaking about board . . . the number of winners of the annual folding carton competition indicates the steady growth of lithographic carton printing. In 1953, less than 10 percent in the competitions were printed offset. In 1954, it was 12 percent; in 1957, 20 percent; 40 percent of the winners in 1958 were lithographed cartons."*

Why has lithography enjoyed this phenomenal growth in an industry that has been dominated for years by letterpress? The answer, of course, is that letterpress has been too inflexible to keep up with the changes in demands of the packaging industry while lithography has been able to satisfy them.

The disadvantages of letterpress for printing on board are well known. The major one has been the variations in the surface characteristics and caliber of the board itself which make it impossible to get quality reproduction in illustrations with half-tone screens finer than 100 line. Added to this are the high cost of plates, including duplicate plates, and

the necessity for makeready. With flat-bed presses there is the additional disadvantage of slow speeds.

### Five Litho Advantages

Lithography, on the other hand has features that eliminate these disadvantages of letterpress. (1) Using the offset blanket helps to compensate for irregularities in the surface and caliber of the board. (2) Plates are easy to make and reasonable in cost. (3) A minimum of makeready is needed. (4) Offset presses run at two to three times the speed of letterpress units. (5) In addition, lithography uses less ink, which needs less offset spray and dries faster.

It may be argued that rotary letterpresses can run at the same speeds as offset presses, and that actual hourly production is slightly higher and hourly operating costs are slightly lower than offset. But rotary letterpress still has the disadvantage of high plate and makeready costs and inability to produce quality illustrations with fine line screens.

### Lithographic Research

The comparison between letterpress and lithography has not mentioned the most important advantage which lithography has. This is its active industry research program which is continually developing new improvements that result in more advantages over the other processes. It is true that gravure now has a research organization known as Gra-

vure Research, Inc., and letterpress has been considering one. But lithography has had the Lithographic Technical Foundation since 1925. This organization has been in operation long enough and has had sufficient support to be able to develop a sound program with the proper balance between basic and applied research to insure a continuous flow of new developments.

Much of the growth of lithography is due to the existence and activities of this industrial cooperative research organization. While lithography has many advantages which suit it particularly to satisfying the needs of the package producer, there are a number of developments that have been made recently and are being worked on now, that can make it an even more desirable process for packaging. These developments will result in reduction of cost, improvements in appearance, and better consistency in quality and color reproduction.

### Plates

The most important developments in lithography in the past 20 years have been the improvements in plates.<sup>1</sup> The inconsistency or unpredictability of plates was the most serious disadvantage of lithography for many years, and kept it from being used for many types of work. Research has changed this situation completely. Now there are many types of good, reliable plates that can be depended upon to print consist-

From a talk given at a recent packaging conference in Toronto.



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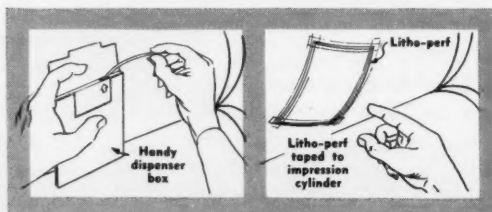
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ently for short runs, medium runs and even runs into the millions. There are so many of these that the big problem in a plant today is not how to make a good plate but which plates should it use.

There are at least four presensitized plates which are capable of good quality of reproduction but are good only for short runs up to about 20,000 impressions. There are a number of so-called "wipe-on" processes which use diazo coatings on specially treated aluminum. These plates cannot produce quite as high quality but are capable of longer runs than the presensitized plates. Surface treatments and the new lacquers have resulted in substantial improvements in ordinary surface and deep-etch plates on zinc and aluminum and these are used for runs between 100,000 and 200,000 impressions.

LTF is working on a "wipe-on" process for zinc which shows promise of printing good quality reproductions in the range of surface plate runs.

The most popular plate is what is generally referred to as the "copperized aluminum plate." This consists of a deep-etch plate on aluminum in which copper has been deposited on the image areas chemically. This type of plate has run over 2,000,000 impressions and has been used in runs up to 500,000 impressions on board. When made on very fine or brush grained aluminum it is capable of very high quality of reproduction.

For the very long runs there are bimetal plates in which the image

and non-image areas consist of different metals which are electroplated. One type of plate which is usually made from negatives consists of copper as the image metal electroplated on stainless steel as the non-image metal. This is the *Aller* plate.

A similar plate has copper plated on aluminum as the non-image metal. This is known as the *Lithengrave* plate.

The other type of bimetal plate, which is always made from positives, consists of chromium as the non-image metal plated on copper as the image metal, which, in turn, is plated on zinc, aluminum, or steel as the base metal. The only readily available plate of this type now is the *Lithure* plate.

These electroplated bimetal plates are capable of high quality reproduction because they are virtually grainless. Also, they can be used for very long runs or reruns because they are very durable and resistant to abrasion. Abrasion of images is a very serious problem in packaging, especially with lower grades of board. Copper images, preferably electroplated, have shown much better resistance to abrasion than lacquers or other image materials.

#### **Dampening**

The newer plates have made it possible to print with much less water on the press than was needed with the older plates. With the need for less water, dampening on the press has become more critical.

The conventional dampening system consists of a water fountain in which a metal or linen covered roller

rotates, a cloth (molleton) covered ductor roller, a metal oscillating distributor roller, and two cloth (molleton) covered form rollers in contact with the plate.

Many other types of dampening systems have been tried, such as sprays, condensation, etc.,<sup>2</sup> but none of these has been successful in replacing the conventional system.

The first successful departure from the conventional dampening system came about five years ago with the substitution of parchment paper for the molleton covers on the plate form rollers.<sup>3,4</sup> These paper dampeners have been very successful in a number of plants in achieving a better control over dampening than is possible with the conventional dampening system. Even with this system, though, the ink-water balance is critical to adjust.

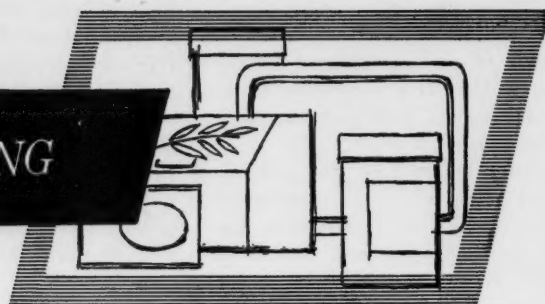
Other methods for dampening that have been tried include the Mullen or Effusor System.<sup>5</sup> In this method a large amount of solution is applied to the plate. The excess solution is blown off by an air blade, and is drawn off by vacuum. One of the main advantages claimed for this method is that dampening is accomplished with so little water that the ink-water balance may be re-established very quickly at a stop on the press, usually in a matter of two to three sheets. The major disadvantages of the system are cost, maintenance and power requirements.

The most promising approach at this time to the dampening problem is the Dahlgren Dampening System.<sup>6</sup>

(Continued on Page 139)

*The use of lithography for packaging has grown because of a number of advantages lithography has over letterpress. In addition to the use of the blanket, cheaper plates, less makeready, higher press speeds than flat-bed, and thinner ink films, lithography has the advantage of an industry supported organized research program. This research program has produced and is working on new developments that will improve lithography for use in packaging. Plates are no longer a source of trouble. Dampening is being improved. A new disposable blanket shows a promise of improving quality. Means for evaluating process colors can improve color reproduction. Automatic means for quality control are being developed for use on the press. These developments will result in cost savings, improved appearance, and better consistency of color and quality of reproduction.*

## METAL DECORATING



*Six litho firms among winners:*

## Decorators Win LPNA Awards

**J**UDGES had high praise for metal decorated pieces submitted in the 10th Lithographic Awards Competition and Exhibit, sponsored by the Lithographers and Printers National Association.

Six winning entries in the Metal Decorated category were put on display for the first time late last month at the LPNA convention in Boca Raton, Fla. Awards were distributed equally among six companies: Metal Litho

Corp., Brooklyn; Continental Can Co., Inc., New York; American Can Co., Bellwood, Ill.; J. L. Clark Mfg. Co., Rockford, Ill.; Caspers Tin Plate Co., Chicago; and The Parker Metal Decorating Co., Baltimore.

Complete list of winners and clients may be found below. Photos of the six metal decorated pieces are at right.

See page 71 for complete list of winners in the LPNA competition.★

<i>Award No.</i>	<i>Title</i>	<i>Client</i>	<i>Lithographer</i>
271.	RENOIR DESIGN	Atlantic Can Company Delawanna, N. J.	<i>Metal Litho Corp.</i> Brooklyn
272.	Z. B. T. BABY POWDER TIN	Sterling Drug, Inc. New York	<i>Continental Can Co., Inc.</i> New York
273.	DX BORON ULTRA SPECIAL MOTOR OIL	DX Sunray Oil Company Tulsa	<i>American Can Co.</i> Bellwood, Ill.
274.	ON THE TERRACE— CALENDAR	J. L. Clark Mfg. Co. Rockford, Ill.	<i>J. L. Clark Mfg. Co.</i> Rockford, Ill.
275.	WINTRY LANE	Olive Can Co. Chicago	<i>Caspers Tin Plate Co.</i> Chicago
276.	KORDITE METAL DISPLAY SIGN	Kordite Company Macedon, N. Y.	<i>The Parker Metal Decorating Co.</i> Baltimore



A large, ornate oval-shaped box, likely a jewelry or trinket box, featuring a decorative border and a central illustration of a woman and a child. The box is shown from a top-down perspective, highlighting its lid and the intricate carvings or engravings on its surface. The central illustration depicts a woman in a dark, high-collared dress sitting and holding a small child on her lap. The child is looking towards the viewer. The entire scene is framed by a wide, decorative border with a repeating floral or scrollwork pattern. The box itself has a dark, possibly lacquered, finish with lighter-colored decorative elements.

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29	30	31					26	27	28	29	30		



# ***GOOD NEWS!***

## **For Wagner Rotary Air Oven Operators**

We can now supply a small DEF (direct external fired) heating up zone, at a reasonable price, for use on Rotary Air Ovens. In fact, customers now say it's "Good News".

This improvement will enable you to run high solvent synthetics, such as vinyls, without the danger of fire. It will eliminate excessive condensation and increase your production.

Give us the opportunity to supply additional information so that you may secure these advantages for your rotary air ovens. Write or call Wagner today!

***When thinking of Progress—think of Wagner!***



**Wagner Litho Machinery Division**  
**NATIONAL-STANDARD COMPANY**  
**Secaucus, N.J.**

## Plastic Sleeve Protects Decorated Cans



A new protective device that prevents damage to lithographed metal containers while in shipment and storage has been introduced by Chemagro Corp., Kansas City, Mo. manufacturer of agricultural chemicals. Two Chemagro secretaries display the old and new package wrappings. Young lady at right holds a five gallon metal container which is protected by a polyethylene sleeve. The sleeve prevents scuffing and still permits viewing of the label and other information printed on the container. Unlike the kraft paper sleeve formerly used (left), the transparent sleeve need not be removed prior to display by the dealer. The polyethylene sleeve is applied by the decorator Rheem Manufacturing Co.

## Election Campaigns Boost Business

**B**USINESS is reported to be booming at the Chicago plant of the Green Duck Co., manufacturers of metal decorated pins, buttons and badges and other advertising novelties, with the one word, "politics" explaining the stepped-up volume. Orders have been received for "hundreds of thousands" of pins and buttons for all the major political candidates, according to Edward Jordan, sales promotion manager, and he's quite certain, he says, that the demand will increase steadily until everything's settled in November.

As early as January the company got its quadrennial harvest under way with an "I'm for Nixon" button, which was made without waiting for an order. "He seemed like a sure bet," Mr. Jordan explained, "so we made them up because we knew Nixon's backers would be asking for them."

Many candidates settle for relatively simple slogans, such as Humphrey for President," or "Elect Kennedy President," Mr. Jordan said. One of this year's gems, how-

ever, bears the legend "All the way with L.B.J.," (Lyndon B. Johnson) which is imprinted on a design resembling a 10-gallon Texas cowboy hat. This novelty reminded Mr. Jordan of another design, an old shoe with a hole in the sole, which Stevenson backers wore in 1956.

Green Duck Co. will not disclose the size of individual orders because, as Mr. Jordan explained, that might indicate how hopeful backers of a candidate really are. But every year, he said, Green Duck's campaign business amounts to about two-thirds of that year's total volume.

Company artists create many of the designs and others, furnished by the customer, are also used. These are reproduced by offset lithography either direct to metal or on celluloid which is later attached to a metal base. Buttons three inches or more in diameter are made with celluloid. Offset facilities can run a million or more buttons a day.

J. B. Bond, company president, claims that Green Duck does about

70 percent of the nation's business in buttons and pins. The business has doubled in the past 10 years, he said. He regards use of buttons, whether for political campaigns or for sales promotion, as basic to any large scale advertising campaign. "It takes a while to put an idea across," he said, "but once you tie yourself to a slogan or symbol it goes all the way."

The average order, Mr. Bond said, runs between \$25,000 and \$30,000. One commercial advertiser spent \$500,000 on a specialty and another ordered 150 million buttons with comic strip designs.★

## Canco Opens Atlanta Plant

The new Atlanta plant of the Canco Division of American Can Company was formally opened in March dedication ceremonies and an open house and plant tour.

Governor S. Ernest Vandiver and William F. May, vice president and general manager of the Canco Division, took part in the ceremonies, which were followed by a plant tour and luncheon for civic leaders and customers.

The one-story plant occupies approximately 150,000 sq. ft. of floor space on a 15-acre landscaped plot in Forest Park on Lake Mirror Road, Clayton County, 14 miles south of downtown Atlanta.

Four production lines are already in operation. A single line may produce metal containers at speeds up to 500 a minute. Nearly 100 persons are presently employed at the plant which, when in full operation, is expected to employ about 250 people with annual payroll and employee benefits of more than \$1,500,000.

The plant was designed and engineered by the American Can Company and built by Beers Construction Co.

The plant tour included a 40-foot exhibit of company products, and a historical collection of containers in commemoration of the 150th anniversary of metal cans which is being celebrated this year. Preservation of foods in cans and jars dates to 1810, according to the canning industry.

# A Gem



**magnificent in many settings**

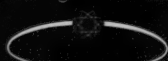
High Quality Color Plants



Commercial Shops



Folding Box Plants



Publication Plants



Greeting Card Manufacturers



Label Houses



## MILLER-M·A·N OFFSET PRESSES

Installed in plants covering a wide variety of applications, the Miller-M·A·N Offset Presses have proven their exceptional value in producing top quality work at high operating speeds, and with a minimum of press preparation time. Precision machining and extra sturdy construction assure low maintenance costs even when operated under the most rigorous conditions.



IV  
30x42  
one to four  
color



V  
36 x 48  
one to four  
color



VI  
40x56  
two to four  
color

*Write today for a descriptive brochure*

### MILLER PRINTING MACHINERY CO.

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**SEARS LIMITED • 253 Spadina Road • Toronto 4, Ontario**



## LITHO CLUB NEWS

### Twin City

#### Panel Reviews Camera

A panel of six reviewed the problems involved in camera work at the April meeting of the Twin City Litho Club. Edward Schmidt, Louis F. Dow Co., acted as moderator of the panel which was made up of Robert Kruse, Photomatic Co., Ernest Olmschenk, Colorama, Richard Keller, Buckbee-Mears Co., Carl Wanka, Louis F. Dow Co., Ira Hoffman, technical consultant, and John Wilke, Brown and Bigelow Co. In addition to the discussion the speakers had on hand a number of proofs from jobs showing work with direct screen, magenta, under color removal and wash art conversions to transparencies. The entire program was recorded on tape for future reference.

At a recent board meeting of the club a motion was passed for a resolution to be presented to the NALC convention in Boston, that the per capita tax be raised 50 cents each year, for three years, resulting in a final rate of three dollars; and that all new clubs be assessed \$50 as a charter fee for membership in the NALC.

New members who were admitted to the club are Frank Tuckner, RBP Chemical & Supply Co. and Donald Thistlewood, Podany Co.

### Baltimore

#### Color Magic Presented

O. C. Holland, director of advertising, Interchemical Corp., Printing Ink Division, presented a talk on color at the April meeting of the Baltimore Litho Club. Mr. Holland stressed in his talk, the fact that color is a relative value and as such it affects the viewer according to the circumstances under which it is viewed.

He introduced variety in his presentation by the use of sleight-of-hand demonstrations and special effects with lights and colors.

A new member of the club is Marshall A. Bowling, Lincoln Lithoplate.

### Buffalo

#### Discuss Labor Relations

Dr. George Strauss, assistant professor of Industrial and Labor Relations at the University of Buffalo presented a talk entitled "Industrial and Labor Relations," at the April meeting of the Buffalo Litho Club. Dr. Strauss, who has written numerous articles on the subject, discussed particular problems which arise in this changing field and some of the solutions which have been or are being tried.

The club is sponsoring a forum, in conjunction with LTF, on the aspects of the research work being done in lithography. The forum will take place May 20 and 21 in Buffalo.

### Dayton

#### Quiz Panel Featured

The April meeting of the Dayton Litho Club featured a panel of six guests who answered questions from the members on the problems encountered in litho production.

The panel members and their fields were Ty Cobb, supervisor of the photographic department the McCall Corp., camera; John Sowers, in charge of offset production at Wayne Colorplate Co., stripping; Milton Maurice, sales representative for Harold M. Pitman Co., plates; Walter Wilson, in charge of pressroom at Carpenter Lithographing, press; Albert Winterhalter, customer services dept., Champion Paper and Fibre Co., paper; and Andrew Santacroe, Frederick H. Levey Co., ink

### New York

#### Hear About Brightype System

The April meeting of the New York Litho Club featured two talks on new developments in the field of lithography. Frank Ferrari, Ludlow Typograph Co., discussed the Brightype System and Nicholas Minotti, Chemco Photoproducts Co. spoke on the Chemco Roll Film Camera. Mr. Ferrari discussed the use of the Brightype System in litho plants and the prospects for future growth in its use.

Mr. Minotti demonstrated the use of the roll film camera on a display camera back and discussed its practical use and application.

### Detroit

#### Quality Control in Platemaking

Albert Materazzi, Litho Chemical & Supply Co., presented a discussion of quality control in platemaking at the April meeting of the Detroit Litho Club. He pointed up the need for an effective quality control program in platemaking and the methods which have proved most effective in implementing such a program.

New members of the club are Robert Fanning, Richard Novak and Daniel Schrode.

### Philadelphia

#### Platemaking Chemicals Covered

Platemaking chemicals and chemistry were the topics of discussion presented by Carl Harris, Sinclair and Valentine Co., at the April meeting of the Philadelphia Litho Club. He explained the various uses and values of the increasing number of chemicals and processes being applied to lithographic platemaking. While this increase in processes has improved the quality of plates, it has greatly added to the knowledge necessary on the part of the platemaker and increased the possibility of problems arising from misuse of materials.

New members of the club are Joseph Gilbert, Howard Biddle Co., and Raymond Galic, Archway Press.

### Litho Club Secretaries

**ATLANTA**  
Bob Scheuer, 2118 Brannen Rd., SE

**BALTIMORE**  
Robert Press

**BOSTON**  
Vincent Aliberte, 2010 Revere Beach Pkway, Everett

**BUFFALO**  
John Demske

**CANTON**  
Clayton Betz, 531 Grosvenor Dr., NW, Massillon, O.

**CHICAGO**  
John Jachimiec, Container Corp. of America, 1301 W 35 St.

**CINCINNATI**  
Harold Biddle, 3308 Galbraith Rd.

**CLEVELAND**  
Raymond Gallagher

**COLUMBUS**  
Ed Carter, 873 William St.

**CONNECTICUT VALLEY**  
Irving Gross

**DALLAS**  
A. G. Copeland, 3116 Commerce St.

**DAYTON**  
Loomis Pugh, 1809 W. Columbia, Springfield, O.

**DETROIT**  
Erhardt Toensfeldt, c/o Drake Ptg. Co., 2000 W. 8-mile Rd., Ferndale

**FORT WORTH**  
Paul Hansen, 5317 6th Ave.

**GRAND RAPIDS**  
Joseph Stevens

**HOUSTON**  
Grady Caldwell, Caldwell Ptg. Co., 407 M&M Bldg.

**LOS ANGELES**  
Al Griffin, 520 Monterey Rd., Pasadena

**MILWAUKEE**  
Jack Miller, 2572 N. 21 St.

**NEW YORK**  
Ed Blank, 401 8th Ave.

**OKLAHOMA CITY**  
J. Earl Hunter, 536 NW 48 St.

**PHILADELPHIA**  
Joe Winterburg, 618 Race St.

**PIEDMONT**  
Mrs. Jo W. Shaw, 502 Security Bank Bldg., High Point, N. C.

**ROCHESTER**  
Ed Potter, 198 Weston Rd.

**ST. LOUIS**  
Ray Eckles, 7023 Radom

**SHREVEPORT**  
Roena Bradford, PO Box 397

**SOUTH FLORIDA**  
Ken Miller, 13451 Alexandria Ave., Opa-Locka

**TULSA**  
Mrs. M. K. Hare, 2521 So. Birmingham Place

**TWIN CITY**  
Fred Schultz, Buckbee Mears Co., Toni Bldg., St. Paul

**WASHINGTON**  
Art Nugent, 1130 S. Thomas St. Arlington, Va.

**CENTRAL WISCONSIN**  
Bill Zimmerman, Rt. 2, Box 531, Menasha



## President's Message

By Fred A. Fowler

President, National Association of Litho Clubs

IT is Convention time and the member clubs of NALC through their delegates, will meet May 19-21 for an annual educational and business program. This is our 15th annual convention and we anticipate a large attendance.

The educational program under the direction of our education chairman, Russell B. Waddell should be better than ever. It will feature Archie A. Macready, secretary and executive director of the Chicago Lithographers Association, Inc. His discussion will center around the need for education in our industry, and what we should do about it, and why we have to do it. The other parts of the educational program will provide valuable information for local club operations and technical questions and answers to everyday problems facing our members in their daily work.

The business meeting on Friday will include officers' reports, progress reports, election of officers and discussions and decisions by the local clubs on important issues facing the NALC.

I would like to stress that the NALC conventions are not social functions but are for business and information. We do, however, have fine social events for the wives and delegates in which they participate together.



I know there are many persons throughout the country who are not familiar with the Litho Clubs. I am sure you, who read this, know what they are and perhaps think it would be a good idea to form a club in your area. The questions that frequently arise are: How to go about it? Where to receive information? What are the benefits and should we join NALC after our Club is formed? Let me present some fundamental answers to these questions.



First, talk it over with a few of the owners, management personnel and plant superintendents in your locality. Discuss the ideas with national supplier representatives to get their views. If you are in accord, the next step is to contact one of the NALC Club Coordinators who will gladly furnish literature and assistance. NALC clubs in your area will also be glad to offer assistance.

The NALC will furnish copies of the "Litho Club Manual," "Meet A Litho Clubber," samples of local club bulletins and procedures for committees, meetings and selection of officers.

(Continued on Page 105)

*You'll save money at the copy board with...*



**NATIONAL CARBON ARCS!**

TRADE-MARK

Because when you team these "National" High Intensity carbon arcs with modern arc lamps you'll realize *greater speed, greater efficiency and increased production* for all your copy board shots.

This excellent light source reduces exposure time. It also provides a point source of light which assures sharper reproduc-

tions requiring less retouching and handwork. These benefits add up to improved scheduling and increased capacity from the copy board to the platemaking department.

For fidelity of dots from negative to plate... use nothing but the best—arc lamps teamed with "National" High Intensity carbon arcs.

"National" and "Union Carbide" are registered trade-marks for products of

**NATIONAL CARBON COMPANY**

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## St. Louis

### Kronenberg Discusses Paper

John L. Kronenberg, Manager, Commercial Printing Paper Division, S. D. Warren Co., spoke on "Paper Problems in the Pressroom" at the St. Louis Litho Club April meeting.

Donald Barry and Walter Schmaltz were welcomed as new members of the club.

The club sponsored a film clinic, April 30, at the David Ranken Trade

School. Representatives of leading film companies lectured and demonstrated film applications. The program included an afternoon session devoted to panel discussions of problems with film.

## Chicago

### Study Color Control

The Chicago Litho Club devoted its April meeting to a study of color control. Miss Arlene Nelson presented a discussion of the use of color and

the need for color control, with an explanation of the Color Harmony Manual produced by Container Corp. of America, where she is supervisor of the color standards department.

The manual, first issued about 12 years ago, is a collection of 949 colors on cellulose acetate, arranged and annotated according to the Ostwald system of colors. Miss Nelson explained this optical theory of colors and demonstrated use of the manual for selection of pure colors and harmonious combinations of colors. Printers use it to match color samples. Miss Nelson said over 5,000 copies have been distributed.

Club president Emil Winter of Sleepeck Printing Co. reported that membership as of March 1 was 389 individuals, including 276 active members, 97 associate members and 16 who are honorary members.

## Cleveland

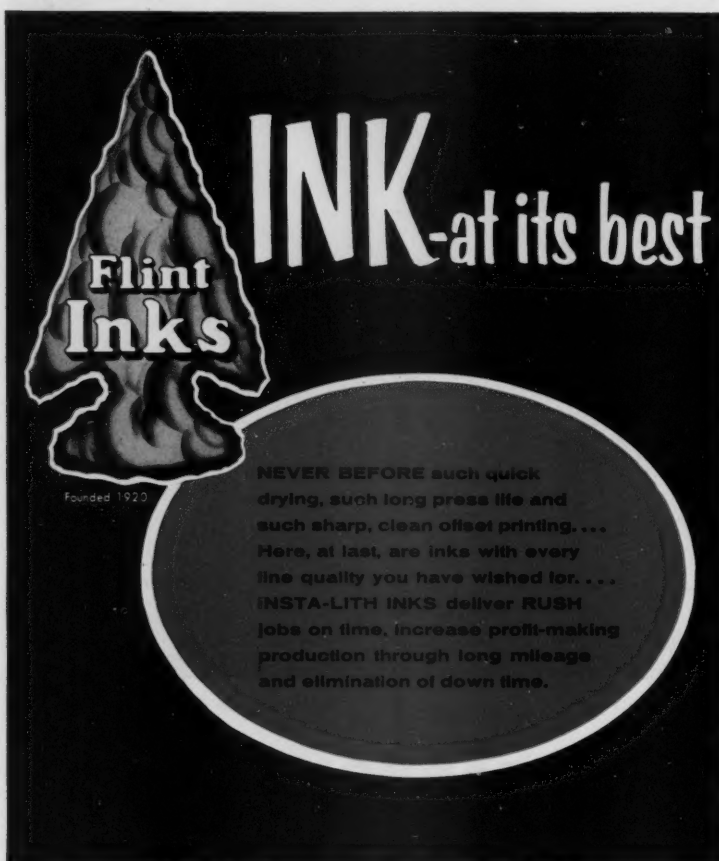
### Discuss Greeting Cards

Mrs. Helen M. Beasley, lithographic control technician for American Greeting Corp., Cleveland, presented a discussion of the history of greeting cards, at the April meeting of the Cleveland Litho Club.

Mrs. Beasley works with the lithographic suppliers of American Greetings Corp. and with the company's foreign affiliates.

At the March meeting of the club William O. Morgan, *Graphic Arts Monthly*, presented a talk on the "Milestones and Signposts of Lithography." In his talk he pointed out that many lithographers do not recognize the signposts in their business and therefore miss the opportunities to grow with the industry. Some of the signposts he cited were wrap-around plates, web-offset, xerography and flexography. He said that it is important for the lithographer to recognize these developments as important or potentially important and to make use of them if possible.

The milestones in lithography, according to Mr. Morgan, are those events which mark a definite step forward in the field and are the causes for its growth. As examples



**Flint Inks**

**INK-at its best**

Founded 1920

NEVER BEFORE such quick drying, such long press life and such sharp, clean offset printing. ... Here, at last, are inks with every fine quality you have wished for. ... INSTA-LITH INKS deliver RUSH jobs on time, increase profit-making production through long mileage and elimination of down time.

**INSTA-LITH** **BLACK AND COLORS**

**Flint Ink Corporation**

*Gravure • Letterpress • Lithographic • Flexographic*

ATLANTA • CHICAGO • CLEVELAND • DALLAS • DENVER • DETROIT • HOUSTON • INDIANAPOLIS  
JACKSONVILLE • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • NEW ORLEANS • NEW YORK



of some of these milestones, he cited the invention of lithography—1778; the invention of the benday screen—1879; the invention of the offset litho press—1904; the invention of the multiple-image process color plates—1907; development of deep etch plates—1927; and the introduction of the early form of presensitized plate—1948.

New members of the club are Ronald V. Daniels, George J. Hricz, Richard H. Warner, and David A. Whitacre.

### From the NALC Bulletin

#### Tips for Meeting Chairmen

In the latest issue of Tips, the publication of the NALC, is an article giving a number of pointers to the meeting chairman on how to assist the speaker at a meeting to make his talk a success.

Among the points cited are providing comfortable chairs for the audience, silencing outside noises, allowing a recess immediately before the speaker is presented to give the members a chance to stretch, and allowing adequate time for a question period to develop before deciding that no one has any questions.

While these points may seem small individually, the article points out, taken together, they can make or break a speaker's presentation, no matter how good he may be himself.

#### Bruno Cites Litho Potential

At a "College of Printing Craft Knowledge," sponsored by the Fox River Valley Club of Printing House Craftsmen, in Neenah, Wis., April 9, Michael Bruno, LTF, spoke on the present trends which have a future significance for the lithographic industry. The trends he listed are automation; use of automatic control techniques; use of virtually grainless plates; improvements in dampening; improvements in blankets; greater use of web-offset; use of litho for newspapers and packaging, and improved color reproduction.

Mr. Bruno cited the electronic color scanner as an example of the

use of automation in lithography. He said that experiments for measuring quality and correcting errors on the press automatically are now being carried on.

On plates, he said, the development of brush grained aluminum plates and fine grained zinc plates are of great importance.

He cited the parchment paper cover on the rubber roller and the Dahlgren system as the most important developments in dampening.

The development of long life plates taking millions of impressions, and improved quality, equaling that of letterpress and sheet-fed offset, have made web-offset one of the fastest growing sections of the printing industry. He predicted that web-offset will continue to grow, and pointed to the gains made recently in packaging and newspaper printing. Today, he said, 41 publishers are printing 151 newspapers by offset; most are weeklies, but some are dailies.



**"These new proofs are clean as a whistle, Jim.  
Looks like Seamol and Flanol really did the trick!"**

Sparkling reproduction comes easy every time with these smooth, seamless Jomac twins on your press!

Use tough all-wool Flanol® undercovering for top resilience and water retention . . . and strong white cotton Seamol® outer covering to insure constant, even distribution of fountain solution—no flooding, no dry patches. Both are lintfree and seamless, with no weak spots, no stitches to give or tear. And both are *stretch-tested* to fit rollers snugly.

Seamol and Flanol are packed in dustfree, center-opening cartons, in lengths of approximately 25 yards. Also in precut lengths for every press. Write today for details and prices.

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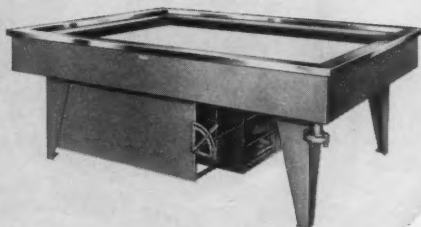
Jomac Inc., Department L-1;  
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**"Jomac Sells Quality . . . and Quality Sells Jomac!"**



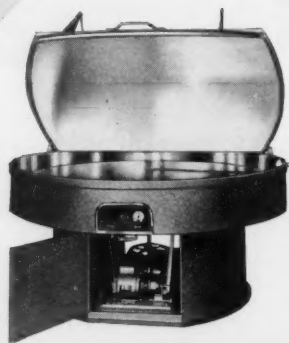
# *"Champion"* EQUIPMENT FOR THE PHOTOENGRAVER AND LITHOGRAPHER

## *"Champion"* DOWN DRAFT LITHOGRAPHERS WORK-TABLE with variable exhaust controller



Removes hazardous fumes—at their source. No odor in shop or offices. Tables at convenient working height. Quiet operating exhaust blower. The Koroseal lined trough resists corrosion from chemicals used.

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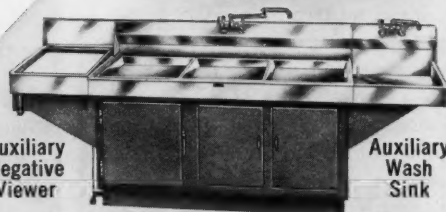
by ball bearings. All instruments for manual or automatic operation are in recessed panel. Plate whirling speed is controlled by a convenient lever at from 35 to 105 R.P.M.

## *"Champion"* FACE-UP WHIRLERS for Photoengravers

Radiant electric heat on underside of cover reflects on top of revolving plate. Heating, drying and whirling controlled by electric switches for manual operation or automatic presetting.



## *"Champion"* TEMPERATURE CONTROLLED DEVELOPING SINK



Auxiliary  
Negative  
Viewer

Auxiliary  
Wash  
Sink

Temperature maintained to a fraction of a degree. The auxiliary negative viewer and auxiliary wash sink are optional units ... can be designed for either side of basic sink. The three tray, basic sink can be ordered with, or without, either feature.

Cover is of aluminum with flat underside—thus eliminating an area for dirt to gather. It is easily cleaned. Stainless steel disposal trough. The plate platform is heavy circular aluminum plate, supported

manufactured by **H. SCHMIDT & CO.**

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- ▶ Transparency Viewers
- ▶ Stainless Steel Sinks to Order
- ▶ Stainless Steel Developing Trays
- ▶ Plate Coolers
- ▶ Plate Cleaning Tables

- ▶ Powdering Cabinets
- ▶ Cold Top Developing Tanks
- ▶ Lithographers Plate-Soaking and Developing Sinks
- ▶ Layout Tables

**CONTACT YOUR  
LOCAL DEALER FOR  
ADDITIONAL DETAILS**

### S.W. Clinic Set For June 24-26

The tenth annual Southwest Litho Clinic, which will feature displays by 50 suppliers and a session on magnetic ink printing, will be held June 24-26, at the Rice Hotel, Houston, Tex.

The major divisions of the clinic will be copy preparation, camera stripping, platemaking, large press and small press. Simultaneous sessions on various phases of each of these divisions have been planned. Speakers for each of these sessions have not as yet been announced.

The entire morning of June 26 will be devoted to the area of magnetic ink methods in check printing. The talks on the subject will be followed by a question and answer discussion period.

Advance registrations for the clinic, until June 17, will cost \$13.50. Registration at the door will be \$15.00. Information is available from Edward Blackstone, clinic chairman, 3803 Polk, Houston 3.

### Roos Is MASA Judging Chairman

Elias Roos, past president of the Mail Advertising Service Association International has been appointed chairman of the judging committee for the 1960 Mile Kimball Gold Medal Award, given by that organization to individuals responsible for new outstanding new developments in the direct mail field.

The 1959 winner was David L. Harrington, chairman of the board of R. H. Donnelley Corp., Chicago.

### John Eddy Honored

John E. Eddy, chairman of the board of Miehle-Goss-Dexter, Inc., and president of its Miehle division, will be guest of honor at a testimonial dinner by the Printers Supplymen's Guild of Chicago on May 13. Tribute was paid to his leadership in advancing the graphic arts for over 40 years.

### Chimney Threatens Plant

Some 50 employees of the Manz Corp., Chicago lithographing and photoengraving firm, were given an unexpected one-day vacation last month when a steel smoke stack

threatened to topple over a section of the block-long plant where they work. The massive chimney, 9 feet in diameter had been set at a dangerous angle when supporting wires were snapped by a strong wind leaving the chimney dangling dangerously over the menaced section. Engineers temporarily shored up the tower until means could be developed for getting it back in plumb again.

### Young Lithographers

(Continued from Page 44)

a new press which promises to print at a rate of 2,500 feet a minute, turning out five million digest-size pages in an hour. Web-offset has equalled rotary letterpress on long runs on many occasions, he reported, "furthermore the process has a greater potential than letterpress because of the tendency of letterpress to 'throw' plates at high speeds and because thinner films of stronger offset inks are easier to dry than letterpress inks."

Both men said their designers are working at virtual elimination of the "gap" in the plate cylinder, and at even faster change-overs. Research is being carried on to use magnetism to hold the plate to the cylinder.

In a spirited question period which followed the talks, the men argued the merits of the blanket-to-blanket design vs. the common impression cylinder press, with Mr. Lee favoring the former.

The meeting, held April 13 at the Advertising Club, was one of the best attended YLA gatherings in many months.

John C. Heim, president, announced plans for a field trip to the Western Printing & Lithographing plant in Poughkeepsie, May 18.

### PRESIDENT'S MESSAGE

(Continued from Page 100)

The benefits to be derived by you and others in forming a litho club are basically "Information . . . Fellowship . . . Cooperation." I would not insult your intelligence by spelling out these three benefits. I do tell

you, however, they actually thrive when a Litho Club is established.



A Litho Club should not seek national affiliation until it is formed and on solid ground. Forming a club is a big step which should not be undertaken lightly. The National Association of Litho Clubs gives local clubs national prominence, assistance in securing educational programs and information on technical problems and new developments in the industry. NALC members wear a Senefelder lapel pin and outstanding members receive the Senefelder bust. These are coveted possessions. Member Clubs also receive a library of the Lithographic Technical Foundation instruction books, monthly bulletins from other clubs, the "Tip Sheet" and recommendations for speakers and programs. Individual members receive the latest LTF and Rochester Institute of Technology bulletins and the minutes of the Saturday session of the National Association of Photo-Lithographers annual convention.



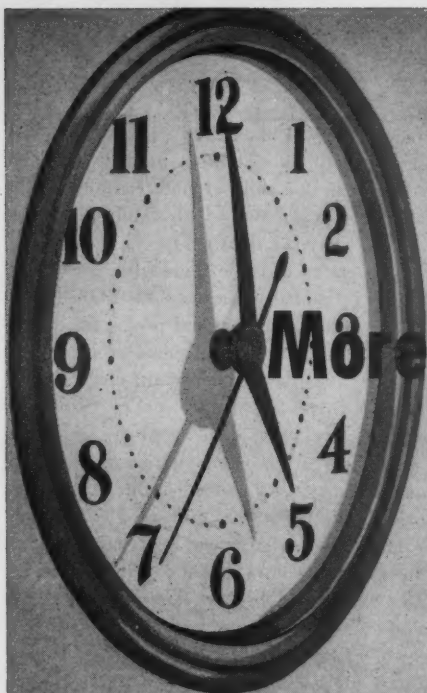
NALC is a united and dedicated association. Member Clubs operate autonomously. Through the exercise of their voting power, they regulate the operations of the NALC. The majority rules and member clubs are bound by the majority vote. The NALC is truly a democratic organization.

The NALC would never have grown and prospered without the help of the trade publications. I wish to extend our thanks and appreciation to the editors of the following magazines: *Modern Lithography*, *National Lithographer*, *Graphic Arts Monthly*, *Printing Magazine* and *The Inland and American Printer and Lithographer*.



We welcome you to "The Freedom Trail" and cordially invite you to attend the 15th annual convention of NALC in Boston, May 19-21!





The S-T process gives you

## More Impressions per shift

plus greater quality and savings—right down the line.

THE time gained through faster S-T platemaking ... and the time saved with trouble-free running ... add up to more impressions per shift—and a higher margin of printing profit. From the coating of the plate to the printing of the final press sheet, the S-T Process saves time, saves money and delivers quality. Here's how:

**TIME SAVED** ... plates are easily coated by hand in a few minutes.

**TIME SAVED** ... developing operation is quick, simplified.

**TIME SAVED, QUALITY IMPROVED** ... S-T plates are mechanically and precisely grained to hold the water better, minimize press downtime and provide crisp, clean reproduction throughout runs of even 100,000 or more.

S-T plates are available in a wide range of sizes, from 10 x 15¼ all the way up to 58 x 77. Call the Pitman office nearest you—a technical representative will show you how S-T plates and chemicals will increase the profit of your plant.

The S-T Process has everything! ... Plates • Coating Solution  
Ink • Developer • Gum • Wipes • Lacquer

S-T plates, and S-T chemicals are distributed nationally by the Harold M. Pitman Company, the largest supplier of films, chemicals, metals and equipment for the graphic arts industry.

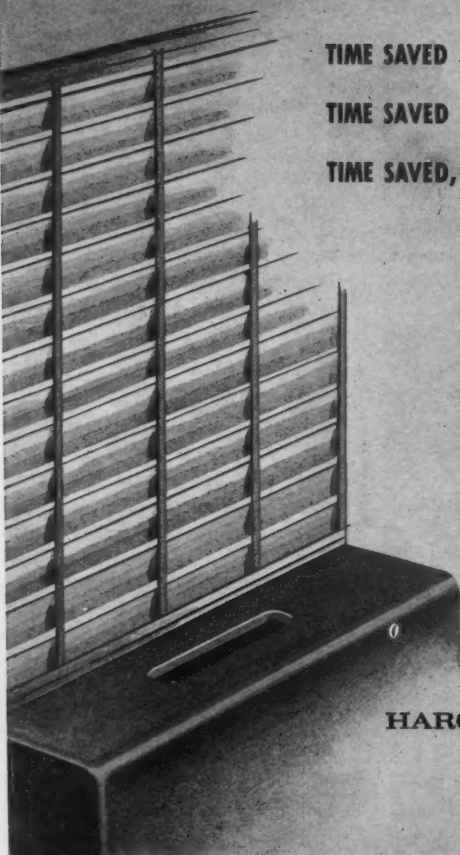
S-T Plates are manufactured by Sumner Williams, Inc.



**HAROLD M. PITMAN COMPANY**

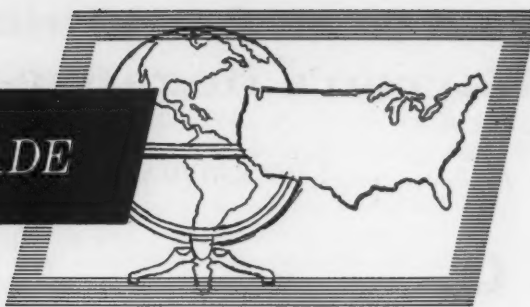


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## NEWS about the TRADE



### Los Angeles, Local 22 Sign New Contract

THE Los Angeles Lithographers and Local 22 of the ALA have reached a settlement on a new contract, effective April 1.

All employees receiving \$115.31 per week or less receive an increase of \$4.50 per week.

General workers in their first three months of employment receive no increase. Their current starting rate remains unchanged. General workers who are in their second three months of employment receive \$1.50 per week increase. General workers in their third three months of employment shall receive \$3.00 per week increase. All general workers who have completed nine months or more of employment receive \$4.50 per week increase.

All employees whose current weekly rate is in excess of \$115.31 per week receive a \$6.00 per week increase.

The Health and Welfare contribution by employers is increased by \$1.50 per week, making a total payment of \$4.50 per week per employee.

Effective April 1, 1961, the same wage increases stipulated for 1960 will again apply.

Health and Welfare contributions by employers will be increased by 50¢ per week, making a total weekly contribution of \$5.00 per week per employee.

The various legal clauses were patterned after the San Francisco contract.

No changes in length of vacation or number of holidays.

director. The younger Hammersmith is also advertising manager. Re-elected as officers were R. V. Meday, president, Earl A. Weeks, vice president, and Charles W. Schumacher, secretary.

### Western Buys French Firm

Western Printing and Lithographing Co., Racine, Wis., has purchased the manufacturing and distributing facilities of Les Editions Des Deau Coqs d'Or, Paris, France.

In addition to purchasing the firm, the company has founded Editions Graphique Internationale, a new firm which will add to the manufacturing and distributing facilities of the already established one. Both Western and Librairie Hachette, Paris, each owns 50% of the new firm.

Products from the Coqs d'Or firm will be distributed in the United States, in addition to Europe. The French company will also manufacture American designed products for European distribution.

### Beckler, Rapid to Affiliate

Beckler Press Co., Inc., Boston, will become affiliated with Rapid Service Press, Inc., Boston, on June 1. The reorganized company will continue to be known as Beckler Press Co., Inc., and will move its operation from 232 Summer St., to the Rapid Service plant at 375 Broadway. Lothrop Rich will continue as Beckler's president, and Rapid Service president Donald C. Hager will be Beckler's treasurer.

### Independent Printing Expands

Independent Printing Co., Richmond, Cal. printers and lithographers, have added more than 10,000 square feet of plant space by acquiring an adjacent building. Production facilities have been scattered since a

fire late in 1958. Addition of the contiguous building, which has been joined to the main plant, allows integrated operation of all departments in a total of 23,000 square feet.

### Johnson Leaves Hammersmith

William H. Johnson as treasurer and a director of Hammersmith-Kortmeyer Co., Milwaukee, Wis., announced his retirement at the company's annual meeting in April.

Mr. Johnson completed 40 years with the firm, which he joined as a typesetter in 1920. He became superintendent in 1930 and in 1940 was elected treasurer and a director.

Paul W. Hammersmith, board chairman, was elected treasurer at the meeting, and his son, Paul B., was elected assistant treasurer and a

### Dennison Earnings Up

Dennison Mfg. Co. reports that 1959 earnings of \$2,219,000 were 20.7% higher than for 1958, excluding the tax credit received in the latter year. Earnings on common stock amounted to \$3.46 per share.

### Takes Charge of Engrav-O Prtg.

William H. Cohn, son of the late Morton B. Cohn, founder of the Engrav-O Printing Co., Toledo, O., has assumed ownership and management of the firm.

Established 38 years ago, the company provides letterpress and offset printing services.

## 2-minute quiz on Warren's negative-working FotoPlate

*Check yourself on these important points*

**Q.** *Just what is FotoPlate?*



**A.** A negative-working, presensitized plate for high-quality lithography — made of plastics, paper and laminants, caliper 0.012.

**Q.** *How can it save you money?*



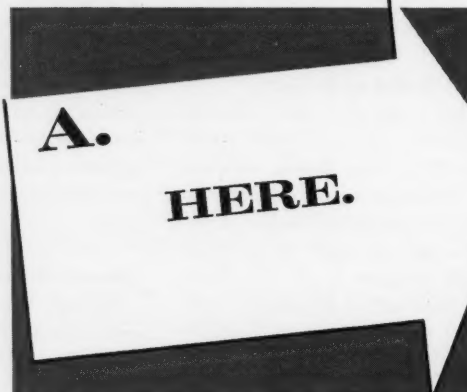
**A.** Low initial cost; low chemical and processing costs; fast, easy preparation; scratch resistant — saves time and materials; easy press run.

**Q.** *What kind of results do you get?*



**A.** Highest-quality reproduction of type, line and halftones, for runs of 5,000 impressions.

**Q.** *Where can you buy FotoPlates?*



# FotoPlate

Send for free 12-page booklet describing  
Warren's FotoPlate. Write to: S. D. Warren Co.,  
Dept. A, 89 Broad St., Boston 1, Mass.

Here's where you can buy



# FotoPlate

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 ATLANTA, GA. M & F Supply Company, Inc.  
 BALTIMORE, MD. Bowden Graphic Arts Supply Co.  
 George R. Keller, Inc.  
 Phillips & Jacobs, Inc.  
 BOSTON, MASS. Bridgeport Engravers Supply Co., Inc.  
 Pitman Sales Co. of New England, Inc.  
 W. Oliver Tripp Company  
 BUFFALO, N. Y. Buffalo Graphic Arts Supply, Inc.  
 Marks & Fuller, Inc.  
 CHARLOTTE, N. C. George R. Keller, Inc.  
 CHICAGO, ILL. Bridgeport Engravers Supply Co., Inc.  
 Chicago Litho Products Company  
 Harold M. Pitman Company  
 K. Schlanger Company  
 CINCINNATI, OHIO G. C. Dom Supply Company  
 McKinley Litho Supply Co., Inc.  
 CLEVELAND, OHIO Bridgeport Engravers Supply Co., Inc.  
 Harold M. Pitman Company  
 Cleveland Litho Graining & Supply Co.  
 COLUMBUS, OHIO Salem Graphic Supply Co.  
 DALLAS, TEXAS Low Wenzel and Co. of North Texas  
 Jones-Texas Graphic Products Co.  
 Litho Offset Supply Co.  
 DAYTON, OHIO Salem Camera Company  
 DENVER, COLO. Jones Graphic Products of Colorado, Inc.  
 Low Wenzel and Co. of Colorado  
 DES MOINES, IOWA Western Newspaper Union  
 DETROIT, MICH. Garrick Photo Supply Co.  
 Lithomaster Company  
 EL PASO, TEXAS Jones Graphic Products of Texas, Inc.  
 HOUSTON, TEXAS Low Wenzel and Co. of South Texas  
 L. H. Kelley Company  
 INDIANAPOLIS, IND. Modern Photo Offset Supply, Inc.  
 KANSAS CITY, MO. Wenzel Equipment Company  
 Western Newspaper Union  
 LOS ANGELES, CALIF. The California Ink Company, Inc.  
 Smart Supply Co., Inc.  
 Low Wenzel and Co. of Southern California  
 LOUISVILLE, KY. Reliable Lithographic & Offset Supply Co.  
 MADISON, WIS. Widen Offset Supply Company  
 MILWAUKEE, WIS. Reimers Photo Materials Co.  
 MINNEAPOLIS, MINN. T. K. Gray, Inc.  
 Litho Supply Depot, Inc.  
 MORRIS, N. Y. Associated Graining Company  
 NASHVILLE, TENN. Southeastern Printing Ink, Inc.  
 NEWARK, N. J. Globe Printers Supply Co.  
 NEW ORLEANS, LA. Printers Supply Mart  
 NEW YORK, N. Y. Bridgeport Engravers Supply Co., Inc.  
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 OKLAHOMA CITY, OKLA. Western Newspaper Union  
 PHILADELPHIA, PA. Penn Dell and Company  
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 PHOENIX, ARIZ. Jones Graphic Products of Arizona  
 Phillips & Jacobs, Inc.  
 PITTSBURGH, PA. Northeastern Composition Co.  
 PORTLAND, ME. The California Ink Co., Inc.  
 PORTLAND, ORE. Marks & Fuller, Inc.  
 ROCHESTER, N. Y. Rissmann Graphic Arts Supply Co.  
 ST. LOUIS, MO. Western Litho Plate & Supply Co.  
 SAN ANTONIO, TEXAS Texas Type Foundry  
 SAN FRANCISCO, CALIF. The California Ink Company, Inc.  
 Low Wenzel and Company  
 SEATTLE, WASH. The California Ink Company, Inc.  
 SECAUCUS, N. J. Harold M. Pitman Company  
 SYRACUSE, N. Y. Marks & Fuller, Inc.  
 TOLEDO, OHIO Toledo Lithograph and Plate Co.  
 TULSA, OKLA. Low Wenzel and Co. of Oklahoma  
 UTICA, N. Y. Buffalo Graphic Arts Supply, Inc.  
 WASHINGTON, D. C. George R. Keller, Inc.  
 WICHITA, KAN. Western Newspaper Union  
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## 'Selecting Supervisors' A Feature of ECGA Meeting

"HOW to Identify, Select and Evaluate Supervisory Personnel," will be the theme of the fourth annual invitational conference of the Educational Council of the Graphic Arts, to be held May 18-20 at the Ritz-Carlton Hotel, Atlantic City.

The program for the conference includes meetings of the executive committee of the Council and the board of trustees of the National Scholarship Trust Fund on the morning of May 18. A reception given by the officers and executive committee of the Council will be held in the afternoon. The evening will feature a seminar on "The Future of College Programs in Printing Management," with Dr. Donald C. Metz, University of Dayton, Dean W. I. Cole, Northwestern University, Dean Glen U. Cleeton, Carnegie Institute of Tech-

nology, and Byron G. Culver, Rochester Institute of Technology.

On May 19, Dr. Joseph E. King, Industrial Psychology Inc., New York, will present a workshop on interviewing, testing and evaluating employees at all levels. At lunch, Boris J. Speroff, LPNA, will speak on "Role Playing and Sociometry Methods, Procedures and Techniques for Evaluating Supervisory Personnel." In the afternoon Mrs. Mary Harlan, of *The Philadelphia Inquirer*, will present "Validation of Performance Tests for Foremen and Supervisors in a Newspaper Printing Plant"; and Dr. Seymour W. Beardsley, Institute for Personnel Psychology, will present "Appraising Potential and Performance." On the final day of the meeting, the time will be devoted to discussions of topics by selected study groups.

## IPP&AU, UPP Sign Unity Pact

The International Printing Pressmen and Assistants Union and the United Papermakers and Paperworkers have signed an agreement pledging cooperation and assistance in common aims.

The six part declaration, signed by a sub-committee of vice presidents from both unions, pledges the two organizations to strive for organic unity, cooperate in collective bargaining, exchange information and material of mutual benefit, and help each other in strikes and lockouts.

## Middletown Record Sold

The *Middletown* (N.Y.) *Daily Record*, believed to be the first daily newspaper printed exclusively by cold type and web-offset, was sold, during April, to Ottaway Newspapers-Radio, Inc. The purchase price was not disclosed.

The Record, a morning tabloid was founded in 1956. It has received an N. W. Ayer award for excellence. Circulation of the paper is reportedly 20,000. The Record has been the subject of a number of feature articles in MODERN LITHOGRAPHY and other trade magazines.

James Ottaway, president of the purchasing firm, said that his company would continue to publish the Record. The Ottaway organization also owns the *Middletown Times-Herald* and the *Port Jervis* (N.Y.) *Union Gazette*.

## Regensteiner Buying New Presses

The Regensteiner Corp., Chicago, last month placed an order for new Miehle offset presses totaling more than \$1 million. According to Miehle-Goss-Dexter, Inc., this is the largest single offset press order ever received by its Miehle Company division.

Included in the order are fifteen color units, 12 of which are able to accommodate a full 54x77" sheet. The other two units can take sheets to 43x60".

Regensteiner is celebrating its 50th anniversary this year (see ML, April, page 44).

## Tech. Sales Advances Henesey

J. Richard Henesey has been named vice president of Graphic Controls Corporation's subsidiary, Technical Sales Inc., Buffalo, N. Y. He will be in charge of a new administrative office set up in Buffalo for the sales subsidiary.



## Printing Industries of Phila. Form Litho Div.

**S**EVEN Philadelphia lithographers joined Printing Industries of Philadelphia in April, which, according to the association, makes an entirely new program of lithographic services for members of the local trade association possible.

The new members are Graphic Arts, Inc.; Joseph Hoover & Sons, Co.; Ketterlinus Lithographic Mfg. Co.; Majestic Press, Inc.; Penn Lithographing Co.; Security-Columbian Banknote Co. and Zabel Brothers Co., Inc. All have been members of the Philadelphia Lithographers Association, a local employers' group which

had previously negotiated contracts with Local 14 of the Amalgamated Lithographers of America.

The PLA and PIP have been negotiating for two years.

The newly constituted Lithographers Division of PIP will develop by-laws, elect officers and direct such activities for lithographers as: industrial relations services; a comprehensive apprentice, journeyman and supervisory training program; special seminars; local trade customs and cost and accounting services.

In the field of labor relations, the new division will have access to PIP

staff and facilities in negotiation of local contracts with ALA. Harold B. Pressman, president of the Philadelphia Lithographers Association and spokesman for the lithographers, stated, "We feel that with the availability of full-time experienced industrial relations counsel we can greatly ease the pressures on our industry representatives. This will allow us to more efficiently and effectively negotiate and administer our contracts. This new arrangement should benefit all parties of our contracts, including the union's membership-at-large," he concluded.

### GAEA Re-elects Schmidt

Carl R. Schmidt, president of Schmidt Lithograph Co., San Francisco, has been re-elected president of the Graphic Arts Employers Association of that city. He was first president of the organization when it was established in 1958.

### Will Evaluate Dyeril Plate

A report evaluation and demonstration of the Dyeril plate after six months of use will be presented May 12 at the New York School of Printing under the auspices of the letterpress division of the New York Employing Printers Association.

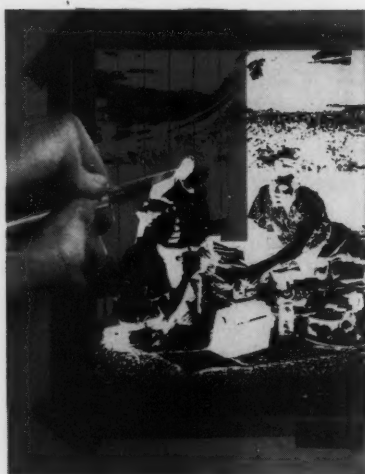
A panel of platemakers and users will evaluate the results of the use of the plate on various jobs, its comparative cost, and production problems involving different curvatures, mounting, nailing and adhesion.

### Chandler Assumes B&B Control

R. Carl Chandler, board chairman of Standard Packaging Corp., New York, has assumed the duties of chief executive officer of Brown & Bigelow, St. Paul, Minn., with which Standard was merged recently.

Mr. Chandler announced that he will serve as Brown & Bigelow general manager, and that he will handle all the duties and responsibilities formerly under the president.

Mrs. Charles Ward, retiring president of Brown & Bigelow, has been appointed a board member and a consultant and advisor to the chairman and vice-chairman of Standard.



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### TAGA Plans Announced

A list of the talks to be presented and a schedule of events for the 12th annual meeting of the Technical Association of the Graphic Arts, June 20-22, in Washington, D. C. has been announced.

Among the 14 papers listed for presentation by leading names in the field are: "Log Etronic Color Correction," Glenn Davidson, Log Etronic, Inc.; "Application of Future Electronic Developments to the Graphic Arts," John S. Rydz, Radio Corp. of America; "Electronic Proofreading," E. R. Kramer, The Beaver Co.; "Spectral Sensitivities for Color Separation," J. W. Gosling, Eastman Kodak; "Theoretical Determination of Color Error," Irving Pobboravsky, Rochester Institute of Technology; and "The Drying of Overprinted Ink Films," Paul Hartsuch, LTF.

Among the activities scheduled for the three day meeting are a panel discussion, June 21, sponsored by the Washington Litho Club, of the papers presented at the TAGA meeting. Philip Tobias, TAGA president, will be moderator. On June 22, plant tours have been arranged with the Bureau of Printing and Engraving, the Government Printing Office, the Army Map Service, and Haynes Lithograph Co.

Information about the meeting is available from Robert J. Lefebvre, TAGA convention chairman, 3404 Farragut Ave., Kensington, Md.

### Int'l. Paper Revamps Sales Staff

Four members of the sales staff of International Paper Co., New York, have been appointed to new posts, as a part of a reorganization of its western regional sales organization.

David H. Kennedy, formerly western regional sales manager, has been appointed to the staff of the assistant general sales manager, in New York, in charge of primary paper grades sales; J. D. Dooley has been appointed western regional sales manager in charge of container board sales; N. P. Sparkman has been appointed western regional sales manager in charge of Southern Kraft papers and grocery bags, and R. H. Hinman has been appointed western

regional sales manager in charge of fine paper and bleached board.

In addition to his other new duties, Mr. Dooley will be in charge of the administration of the company's Chicago office.

### Dangerous Fugitive Wanted

The FBI has asked MODERN LITHOGRAPHY to request readers to be on the lookout for an escaped



Carl Herman Mathews

criminal who has displayed talents as an engraver and a machinist. The man, identified as Carl Herman Mathews, after conviction on several counts, including armed robbery and kidnapping, escaped in 1953 from a Michigan prison.

He has been known to carry firearms and "should be considered armed and extremely dangerous." He was born March 11, 1911 in Franklin County, Ind., is 5' 9½"; weighs, 148, of medium build, with brown hair, hazel eyes and medium complexion. He has a small cut scar at the right corner of his mouth, a scar on the inside of the first joint of the index finger of his left hand and a scar on the inside of the first joint of the ring finger of his right hand.

Any person having information which might assist in locating this fugitive is requested to notify immediately the Director of the Federal Bureau of Investigation, U. S. Department of Justice, Washington 25, D. C., or the special agent in charge of the nearest FBI Division, telephone number of which can be found on the first page of any telephone directory.

### Lang Joins Consolidated

Paul R. Lang joined the sales staff of Consolidated Lithographing Corp. of Carle Place, N. Y., during April.

Mr. Lang was formerly vice president and manager of the New York office of Ketterlinus Lithographic Co.

### PIA Directors Meet

At PIA's annual board of directors meeting, April 5, at White Sulphur Springs, the association's Foundation Trust Fund Trustees approved a grant of \$25,000 for work on two industry publications — a Printing Industry Manual which will contain an overall elementary description of the industry and its processes, and a PIA Sales Development Program designed to develop the abilities of printing salesmen.

An overall 10% increase in association dues, effective January 1, 1961, was announced to reinstate appropriations for management services, increase the implementation of PIA's service utilization program, and strengthen the association's government and public relations programs.

During the 7-month period preceding the meeting it was announced that 369 new members had been added to the PIA membership. The new members include companies from Sweden, Denmark and Finland.

### Gaetjens Buys Camden

Gaetjens, Berger & Wirth, Inc., Brooklyn, last month purchased the Camden Ink & Color Co., Camden, N. J. The newly purchased company will operate under the name of GBW Color Co., and will be under the supervision of Fred W. Hess, Jr. It will serve the Delaware Valley area.

Gaetjens, Berger & Wirth now has affiliates in Brooklyn, Lowell, Mass., Camden, N. J., Toronto, Ont., and Mexico D. F., Mexico.

### Speroff Addresses GAAE

Boris J. Speroff, western manager LPNA, spoke at the spring meeting of the Graphic Arts Association Executives, held in Chicago. "Communications For Associations" was the general theme of this conference of secretaries and managers of national, state and local graphic arts trade associations. Mr. Speroff, former associate professor of industrial relations at the University of Chicago, presented a review of training programs and techniques for graphic arts management concerned with labor relations.

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## RIT Quality Control Seminar Staff Set

**E**LEVEN leaders in printing and quality control will make up the staff of the 10th annual Quality Control Seminar for the Graphic Industries which will be held at Rochester Institute of Technology, Rochester, N. Y., from June 6-10.

Donald Macaulay, president of Paper Quality Control, Inc., Chappaqua, N. Y., is again acting as coordinator of the seminar staff. Assisting him with the program will be Warren L. Rhodes, head of RIT's Graphic Arts Research Department.

Among those serving on the staff for this year's seminar are: Marshall Baldwin, purchasing agent, Colgate-Palmolive Co.; B. E. Sooy, S. Curtis & Son; William M. Cranston, quality control engineer, Western Printing and Lithographing Co.; William Hodge, director of quality control, Stecher-Traung Lithograph Corp.; Dr. Carl Noble, director quality acceptance, Kimberly-Clark Corp.; Thomas G. Prioleau, Jr., General

Foods Corp.; August B. Mundel, quality control director, Sonotone Corporation; Prof. Albert Rickmers, RIT; Raymond Shalviy, Stecher-Traung Corp.; Edward E. Stephenson, Director, Quality Dept., Sutherland Paper Co.; Walter Hancock, operations research, University of Michigan, and Dr. Mason E. Wescott, Professor of Statistics, Rutgers University.

The seminar will be held at Rochester's Towne House Motor Inn, with registration taking place between 8:30 and 9 A.M. on June 6.

Class sessions will begin each day at 9 A.M. and will continue each day until 5 P.M. Evening sessions have also been scheduled with round table discussions planned from 7:30 to 9 P.M. and group conferences with the various speakers at the seminar being held from 9 to 9:30 P.M.

The seminar will conclude with a graduation luncheon on June 10, the highlight of which will be the award-

ing of the 3rd annual RIT-SOC Award.

All inquiries regarding the forthcoming seminar should be directed to: Harold M. Kentner, director of Extended Services, Rochester Institute of Technology, Rochester 8, N. Y.

## U. S. Trade Fair in May

The fourth annual U. S. World Trade Fair, featuring exhibits of material from 64 countries is being held in the New York Coliseum May 4-14.

The exhibits are divided into four general categories: consumer goods, technical and mechanical, sporting goods and food and beverages. In addition there is a section featuring national pavilions, tourism, information offices and financial institutions.

Eight trade sessions at which buyers and executives will be able to deal with representatives of 3,000 companies are being held.

The U. S. Trade Fair is the only trade fair on the North American continent which is a member of the Union of International Fairs.

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Detroit, Mich. The Union Paper & Twine Co. of Mich.

Fernwood, Pa. Pontiac Paper Co.  
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Hicksville, N. Y. Capstone Paper Co.  
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Indianapolis, Ind. The Chatfield Paper Corp.  
Jackson, Mich. The Union Paper & Twine Co.  
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Kansas City, Kan. Wyco Paper Co., Inc.  
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Los Angeles, Calif. Columbia Paper Co.  
Lubbock, Texas Western Paper Co.  
McAllen, Texas Magnolia Paper Co.  
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Milwaukee, Wis. Reliable Paper Co.  
Sensenbrenner Paper Co.  
Minneapolis, Minn. Minn. Paper & Cordage Co.  
Moline, Ill. Carlson Brothers  
Monroe, La. Bancroft Paper Co.

Nashville, Tenn. Clements Paper Co.  
Natchez, Miss. Bancroft Paper Co.  
Neenah, Wis. Sawyer Paper Co.  
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New York, N. Y. Perkins-Goodwin Co.  
Oakland, Calif. Bayside Paper Co.  
Philadelphia, Pa. Acorn Paper & Twine Co.  
Phoenix, Ariz. Grand Canyon Paper Co.  
Pine Bluff, Ark. Smith Paper Products Co.  
Pittsburgh, Pa. Brubaker Paper Co.  
The Chatfield & Woods Co. of Pa.  
Portland, Ore. Paper Mills Agency of Ore.  
Providence, R. I. Roberts Paper Co.  
Rochester, N. Y. The Printers Supply House  
Rockford, Ill. Northland Paper Co.  
St. Louis, Mo. Shaughnessy-Kniep-Hawe Paper Co.  
St. Paul, Minn. Minnesota Paper & Cordage Co.  
San Diego, Calif. Columbia Paper Co.  
San Francisco, Calif. Wilson-Rich Paper Co.  
Seattle, Wash. Paper Mills Agency, Inc.  
Shreveport, La. Bancroft Paper Co.  
Tyler, Texas Western Paper Co.  
Visalia, Calif. Caskey Paper Co., Inc.  
Washington, D. C. Stanford Paper Co.  
Wausau, Wis. Paper Specialty Co.

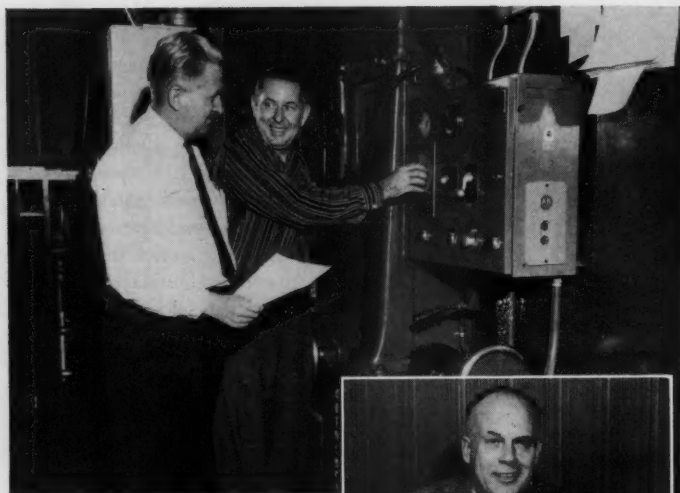
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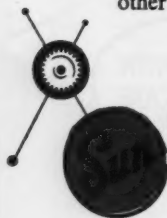
says

**Mr. Andy Paton, Supt.  
of Beckford Lithographers  
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"In purchasing a new step and repeat photo-composing machine naturally we wanted one that would be most desirable for our business. Our choice was a Rutherford Precision Photo Composer, because of its sharp printing, accuracy of register and simplicity and speed of operation.

Since installing it our productivity has increased appreciably. Looking to the future, we believe it will stand us in good stead for making plates for the "77" presses now coming into the Canadian market.

We're strong on Rutherford equipment in our shop, as is evident by the whirler, vacuum frame, and other lithographic equipment.



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## Warns Lithographers Must Hold Line on Labor Costs

THE most important thing lithographic management must do over the next decade is "to protect jobs and profits by holding the line, particularly on labor costs," Walter E. Soderstrom, executive vice president of the National Association of Photo Lithographers told industry leaders attending the 18th annual Printing Management Seminar held at the Carnegie Institute of Technology, Pittsburgh, Pa., April 22. "It is high noon for some lithographers," said Mr. Soderstrom—"a time when the lithographic industry including labor and capital would do well to sit tight on wage costs until other process groups catch up to them."

Speaking on the same program, which included an address by Benjamin M. Robinson, general counsel of the Amalgamated Lithographers of America, who outlined "The Aims of Organized Labor in the Next Decade," Mr. Soderstrom emphasized that the lithographic industry today is operating under very high wage costs and most expensive fringe conditions. He questioned the soundness of the union's position in always taking the lead in labor negotiations in the graphic arts industry seeking shorter work shifts, higher overtime costs, longer paid vacations, and an increasing number of paid holidays, suggesting that "labor and management must play the game as a team over the next decade, with neither planning or trying to take undue advantage of the other."

Complements of help on press equipment are higher for lithographers, he said, than they are for letter press and gravure equipment. The profit average for the lithographic industry over the past few years, he commented, has been only about three per cent after taxes. "I sincerely believe," said Mr. Soderstrom, "that lithographic management has come to the place where it cannot increase its labor costs without running the risk of having both jobs and profits disappear."

Mr. Soderstrom commented on the fact that substantial sums of money

are being invested in research in the lithographic industry by a number of large suppliers. It will be very important, he believes, for lithographic management to keep abreast of new developments resulting from

Walter E.  
Soderstrom



this research, as they occur. It is vital, he suggested, for the progressive lithographer to adopt and use proven new ideas and products as quickly as possible—and equally vital that he safeguard himself against unproven items. Lithographers, he warned, have long been "easy marks" for promoters who merely peddled a patent, a formula, or what seemed to be a good new idea. Before adopting new materials, he cautioned lithographic management to secure first hand information from workmen who actually have used the new materials—pressmen, platemakers and cameramen.

Another "must" for efficient operation in the years ahead, said Mr. Soderstrom, is to keep equipment in top condition so it will be capable of producing high quality work at the most rapid rate. Lithographers must know why and when to buy a new large, or multi-color press, whether they should install a photo-mechanical department, or on the other hand, whether they should abandon inefficient departments they may now be operating, such as a typesetting department, or a bindery, where they do not have sufficient productivity to provide an efficient operation. Substantial losses can result where volume does not justify maintenance of the department.

Other management "musts" for the period ahead, the speaker suggested, include regular analysis of self advertising, establishing an adequate sales program, adopting proved methods of ascertaining costs, setting up

sound basic estimating data, and analyzing plant layout, production control and production procedures. Then having analyzed these important factors, management should take steps to correct whatever may be wrong.

Lithographers must carefully select, train and supervise salesmen, estimators, shop supervisors and apprentices. Many superintendents or foremen, Mr. Soderstrom commented, have little or no time for establishing methods of quality control, for checking into spoilage, or even for determining whether a particular department is turning out a fair day's work. This results largely from failure of management to train key men. "The lithographers who lead the parade of tomorrow," Mr. Soderstrom predicted, "will carefully select, train and supervise their sales force. There are some plant owners who help create an environment between sales and shop and office, yes . . . and between management and customers too . . . where everyone feels he is part of the team."

He summarized his comments as follows:

1. Work toward establishing a moratorium on labor costs.
2. Building a sound advertising program, one that will be carried through consistently to reach a desired list of prospects.
3. To set up a sales training program and carry it through to a point where more desirable business is sold day after day throughout the year.
4. To establish and keep up to date costs for every department, these costs to be based on specific dollars spent in the particular plant.
5. To establish a schedule of mark-ups on materials and outside work—one where the reason for the mark-up is put in writing so estimators, salesmen and customers recognize it as fair.
6. To set up budgeted hourly cost rates and production standards.
7. To develop in supervision the responsibility for quality control, spoilage and reasonable productivity.

### St. Regis Appoints Snavelly

The Gummed Products Co., division of St. Regis Paper Co., Troy, Ohio, has appointed James P. Snavelly as sales representative for the gummed printing paper and laminating divisions.

Mr. Snavelly will operate in Chicago under the supervision of John V. Coyner.

## NAPL Group of 74 Leaves for Paris Exposition on Chartered KLM Plane



The first plane-load of 74 NAPL members and guests boarding the chartered KLM flight on April 26 for Paris and the Salon International

Exposition. In the crowd (center) are Stanley Rinehart, NAPL president; J. Tom Morgan, vice president; and Walter Soderstrom, executive VP.

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by H. J. Wolfe  
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Contains 15 chapters on the properties, purchasing and use of letterpress, lithographic and intaglio inks. Includes useful information on testing inks and solving ink problems.

#### Operation of The Offset Press

by Theodore F. Makarius  
254 pgs. \$10.00

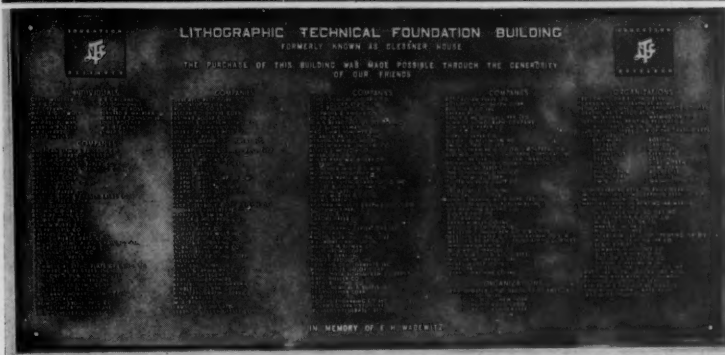
This handsome, pebble-grained cover book is a practical reference with chapters on paper conditioning, inks, varnishing, drying, storage of plates and other subjects of interest to the offset pressmen. Includes case histories.

#### Photography and Platemaking for Photo-Lithography

by I. H. Sayre  
464 pgs. \$7.50

A new edition of this well-known reference work containing many new chapters on up-to-date methods and materials. Includes sections on platemaking, photography, and use of color.

## LTF Meeting Draws Record Attendance in Chicago



LTF's annual meeting in March drew a record attendance of 190. The group (top) is listening to one of the reports on LTF activities presented during the meeting. At bottom is the newly unveiled plaque in the LTF building which lists the organizations whose contributions made purchase of the building possible. (For a full report of the meeting see ML April, page 69.)

### PIC Elects Fogg

At a recent meeting of the board of directors of Printing Industry of Cleveland, Joseph G. Fogg, Judson-Brooks Co., was elected president. Mr. Fogg has served as a member of the board since 1956 and last year served as vice-president of the association. He succeeds Robert B. Calvert.

Other newly elected officers are William L. Cope, Jr., Stratford Press Co., vice-president; W. Carl Schafer, Penton Publishing Co., treasurer; and George Richard Lezius, Lezius-Hiles Co., secretary.

Members of Printing Industry of Cleveland, Inc. have been urged by their directors to fill out the form that has been mailed to them by Printing Industry of America. The purpose of this form is to compile a national survey indicating "Ratios for Better Printing Management."

The Cleveland group hopes to obtain at least 25 reports from representative companies to make their own study. Last year only half that

many were obtained and the study was postponed.

Davies-Post and Associates and Reliance Lithograph Co. have been elected to membership in PIC.

### Howard J. Conlan Dies

Howard J. Conlan, vice president of the Crescent Ink and Color Co. of Pa., Philadelphia, died March 29 at his home in that city. He was 73, and a brother of the late Walter Conlan, Sr., founder of the company.

Mr. Conlan joined the firm as a salesman in 1920 and became vice president in 1940. He was a member of the Philadelphia Club of Printing House Craftsmen and the Philadelphia Litho Club.

### POPAT Sets \$1,000 Grant

The Board of Directors of the Point-of-Purchase Advertising Institute has authorized the award of a second annual grant of \$1,000 to Pratt Institute in Brooklyn.

A course on the design and construction of point-of-purchase mer-

chandising materials has been integrated into the established senior course on Advertising Design. Each student will be required to submit a point-of-purchase display that solves a particular merchandising problem. The course is being conducted by Walter Steinhilber.

Pratt Institute will deposit one-half the grant (\$500) in the Student Loan Fund. The remaining \$500 will be awarded to the students whose point-of-purchase displays solve the problem in the most imaginative and yet practical manner.

### Seeks GA Center in St. Louis

Calvin A. Jack, president of Local 5, of the ALA, recommended that a Graphic Arts Center, where printing firms and suppliers could buy or lease modern facilities, be constructed in downtown St. Louis.

About 45 St. Louis printing companies are located in a downtown redevelopment area, designated for use by a sports stadium.

The printing firms in the area reportedly employ about 12,000 persons and do an annual business of more than \$100,000,000. In addition, most of the paper and supply houses for this industry are in the same area.

Mr. Jack reported that moving costs for printers in the affected area will run as high as \$125,000 for one company. It costs as much as \$1,000 or more to move a single press. He pointed out that aside from this, it may be difficult for printing firms and suppliers to find suitable locations.

### FPBAA Elects Forsberg

D. A. Forsberg, president of Forsberg Paper Box Co., Madison, Wis., was elected president of the Folding Paper Box Association of America at the recent annual meeting in Los Angeles. He succeeds J. N. Andrews, executive vice president, Packaging Corp. of America, Evanston, Ill.

Leonard Dalsemer, president, Lord Baltimore Press, Baltimore, Md., was one of three members re-elected as national directors and Wm. H. Walters, president, Diamond-National Corp., New York, was one of seven newly elected to the board.



## Seeks Support for Safety Council Printing Section

**A**N INTENSIFIED drive to keep the National Safety Council's printing and publishing section alive is getting under way under the leadership of Printing Industry of America. The one thing most needed, says Walter J. McArdle, Washington, D. C., president of PIA, is "one active, enthusiastic, interested person in every city."

Last fall, when the National Safety Council announced its intention to discontinue the printing and publishing section because of lack of interest and cooperation by the printing industry generally, PIA pledged its efforts to prevent this. Relying on this promise, the Safety Council agreed to postpone for one year the liquidation of the section as an independent unit. Next October's Safety Congress in Chicago was set as the deadline for the final decision on the future of the section.

PIA's plan, as explained by B. J. Taymans, general manager, is to interest each of its 73 affiliated associations in the U. S. and Canada in establishing safety activity as an association program. To accomplish this PIA must find in each city at least one industry man who will assume the leadership and serve as liaison with the Safety Council's printing and publishing section.

In the case of industries which have organizations separate from the local printers' associations, the plan is to work through their national officials and seek to find in them an individual who will work actively with the section.

The need for positive action on accident prevention was stressed by Mr. McArdle in his address to the printing and publishing section last fall.

All the reasons that existed when the printing and publishing section was established in the late 1940's still exist today, said Mr. McArdle, but with greater urgency now because of the large number of high-speed presses and new manufacturing methods which are being introduced.

The problem, he said, is to develop an awareness of safety by both man-

agement and company personnel. This awareness, he declared, should come from active safety programs established by management and from participation in active groups of people working together on the various projects promoted by the printing and publishing section.

"Our experience in PIA," said Mr. McArdle, "has revealed that in our industry a long and strenuous period of educational activity is required to create an awareness of the value and importance to management of almost any one of the important management functions."

"By far the great majority of our printing companies are of such a size that the appointment of a full-time safety director would be completely out of the question, even if management were fully aware of the benefits of a safety program. That does not make the job impossible; it makes it just a bit more difficult."

The section's chairman, D. H. Grothaus, safety director of the McCall Corp., Dayton, Ohio, has



Save both time and money when running standard size stationery on a small offset press by burning two letterheads on the same side of the plate. Simply set up so that the second letterhead impression doesn't print on the paper while the first job is being run. Then turn the plate around end for end to run the second job.—*Winning entry in Kimberly-Clark Corporation's "Let's Swap Ideas" Program. Submitted by Arvard C. Vogel, Danville, Calif.*

reminded members to start making plans to attend the National Safety Congress in Chicago next Oct. 17-21, especially since attendance was poor last year.

## POPPI Meets in Chicago

"The Role of Point-of-Purchase Advertising in Modern Marketing," by Paul Godell, director of the Point-of-Purchase Display Division of the Gugler Lithographic Co. was the featured talk at Point-of-Purchase Day in Chicago, April 21. The event was co-sponsored by the Chicago Federated Advertising Club and the Point-of-Purchase Advertising Institute, and will be held at the Hotel Morrison. Mr. Godell is also a Director of the Point-of-Purchase Advertising Institute.

A special exhibit of point-of-purchase merchandising material was presented by POPAI members from the Midwest. The exhibit featured the best displays and display material created during 1959.

## Creative Appoints Shores

Norman Shores has been named vice president and assistant general manager of Creative Lithograph Co., Oakland, Cal. He was previously with California Ink Co. as supervisor of production laboratories.

## PIA Evaluates Sales Management

PIA's 7th Annual Sales Conference, held March 23-25 at the Edgewater Beach Hotel in Chicago, featured four main areas of sales planning: Creating the sales climate, selecting and hiring the salesman, developing the sales program, and evaluating the sales program.

Dr. W. J. E. Crissy, Personnel Development Associates, New York, spoke on sources from which competent men may be obtained for sales positions. Techniques for screening and selection were described and their application reviewed as they apply to printing sales personnel.

Harry T. Gardner, William G. Johnston Co., Pittsburgh, presented a case history of how his company had obtained better sales through better management.



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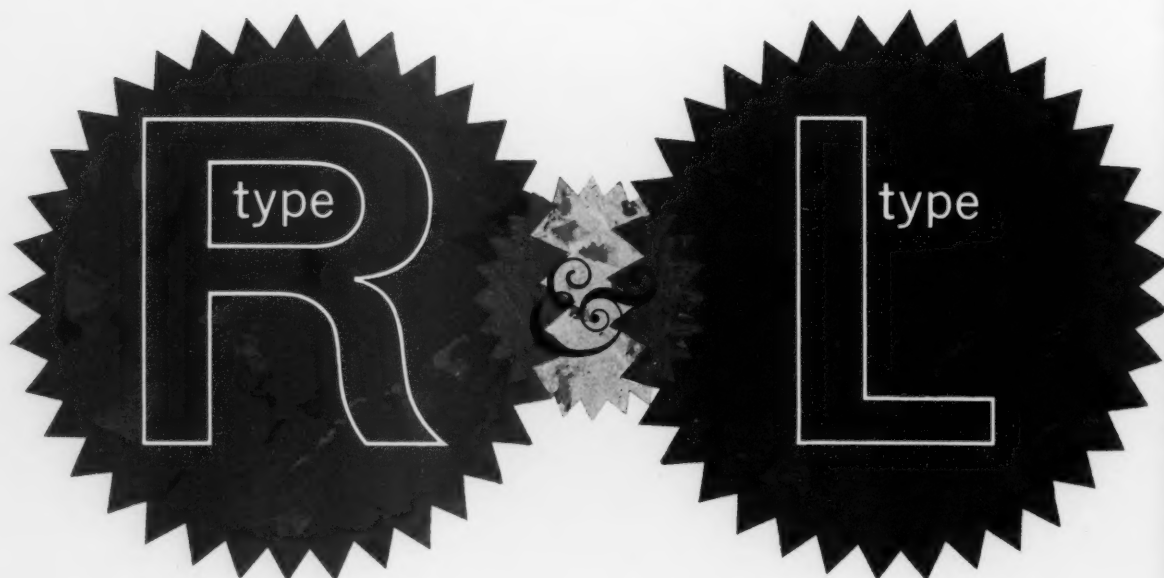
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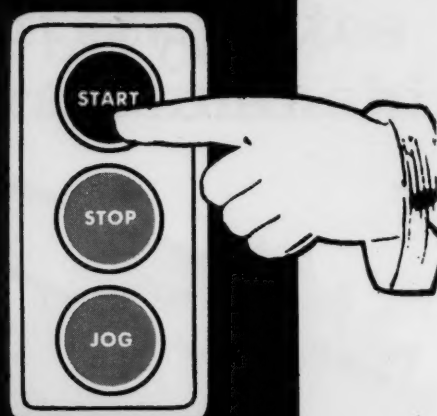
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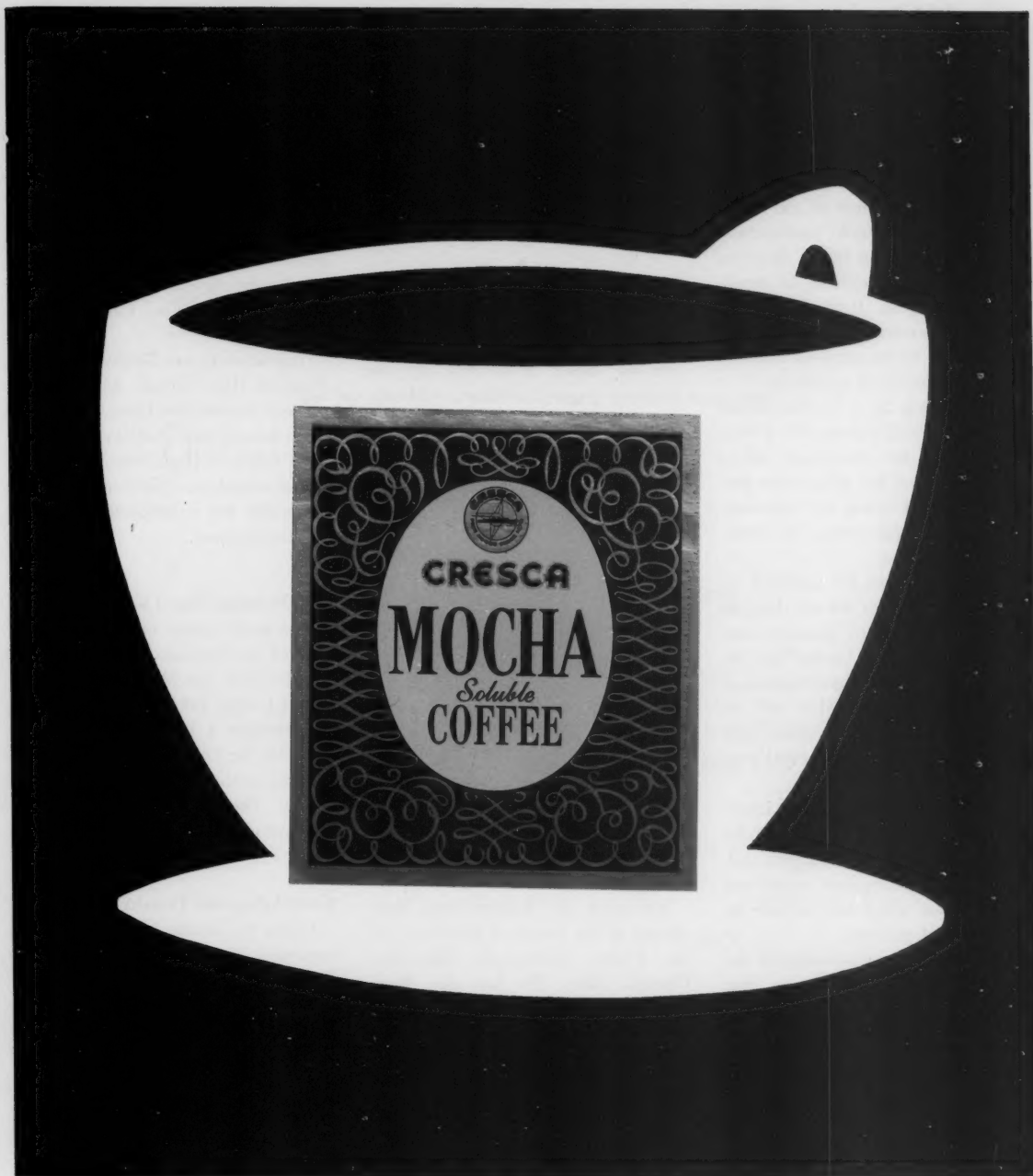
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## PIA Planning Educational Equipment Show

**P**rinting Industry of America has announced plans to hold an educational equipment show in connection with its annual convention.

The plan is to eventually make the show a principal market place for obtaining information of an educational nature which management could use in making future decisions on the use and purchase of equipment and supplies. It would also develop a reservoir of technical information from which answers could be obtained to technical questions.

Reports made by individual Board members revealed a desire for a show conducted in an atmosphere where management and key production personnel may sit down and leisurely discuss their requirements for equipment and supplies.

The show would be confined, at least during the first several days, to representatives of PIA member companies who have registered for the annual meeting. The usual volume of students and general public will be permitted to attend the show only after it has served its principal purpose for PIA membership.

Eventually the show would incorporate sound-proof booths for audio visuals and sound presentations and, perhaps, develop interview rooms and similar devices which will provide an atmosphere of privacy.

In developing the schedule of future PIA conventions, adequate time will be allotted for visiting the show, and certain portions of the program will be tied in directly with the show to allow full participation.

Exhibitors will be encouraged as a special educational feature of the show to emphasize and highlight new developments.

A. E. Giegengack has been appointed to manage the show. Offices are being set up at 5728 Connecticut Avenue, N.W., Washington 15, D.C.

### MGD, Hantscho Sign Agreement

A long-term license agreement for the manufacture and sale of Hantscho web-fed offset equipment by the Miehle Company, division of Miehle-Goss-Dexter, Inc., has been announced by Miehle Co. and George Hantscho Co.

Under the terms of the agreement, Miehle will manufacture, market and service Hantscho designed web offset presses of certain sizes.

The Hantscho Co. will continue to manufacture and sell presses of sizes other than those manufactured by Miehle.

The corporation now offers sheet-fed or web-fed letterpress, offset and gravure for the commercial printing, newspaper and carton industries, plus web-fed flexography for carton manufacturers.

### Forbes Advances Two

Raymond D. Balcom has been elected to the board of governors of the Forbes Lithograph Mfg. Co., Chelsea, Mass. He has also been elected vice president in charge of manufacturing.

Mr. Balcom joined the company in 1957 and has served as assistant

treasurer, assistant controller, and, most recently as plant manager.

Louis A. Delson has been advanced to manager of carton sales for the company's New York sales division. He joined the company in 1959.

### Four Win Nekoosa Scholarships

Four central Wisconsin high school seniors have been named winners of scholarship awards from the Nekoosa-Edwards Paper Co., Port Edwards, Wis.

The winners are Debby Copeland, Pittsville High School; Joanne Painter and Sandra Lee Long, Alexander High School, and Douglas Berryman, John Edwards High School.

The awards are \$500 each and are renewable for a maximum of three additional years.

### BFI Meeting May 13-15

The next regular meeting of members of the Business Forms Institute is scheduled for May 13-15 at Del Monte Lodge, Pebble Beach, Calif. It will include a business meeting on May 14, for representatives of member companies and invited business guests. Thomas A. Taylor, second vice president of the BFI, will preside.

### Goss Advances Traum

Glenn C. Traum has been named controller and treasurer of The Goss Co., a division of Miehle-Goss-Dexter, Inc.

All matters directly related to financial and accounting procedures have been consolidated by the firm and now fall under Mr. Traum's jurisdiction in the newly created post.

### Dankert Heads New Flint Plant

Fred Dankert has been appointed in charge of technical and service personnel at the new plant of Flint Ink Corp., Detroit, which was opened last month in Paramus, N. J., to serve the Metropolitan New York area. He will work under John Devine, vice president in charge of manufacturing and sales in the East. With the opening of the new plant (reported in April ML) the company has 17 plants in the U.S.

### ATF Sales Officials Attend Management Seminar

Sales management officials of American Type Founders Co., gathered last month at Asbury Park, N. J. for a field management seminar. They discussed a three year program for sales and product development. Front row center (l to r) are DeWitt Manley, vice president sales, William Fisher, president, and Samuel Flug, chairman of the board.





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### R&E Conference Announced

A tentative program centering on the problem of quality control has been announced for the 10th Annual Conference of the Research and Engineering Council of the Graphic Arts, May 23-25, at the Dayton Biltmore, Dayton, Ohio.

Items listed for May 23 include the annual business meeting, followed by "Sampling Versus 100 Percent Inspection," O. H. Somers, Raytheon Co.; "How to educate your personnel in the use of quality control data after you get it," also by Mr. Somers; "Du Pont's quality control program in its printing operations," a case history, Russell Johnson, Du Pont; "Quality control in aeronautical chart reproduction as practiced by the printing division of the Aeronautical Chart and Information Center and by its contractors," a case history, Otto C. Stoessel, Jr., chief of the printing division ACIC; and "Measuring quality and tones in color," Frank Preucil, LTF.

The dinner speaker on May 23 will be Dr. A. B. Bishop, Department of Industrial Engineering, Ohio State University, whose topic will be "How to determine quality levels."

The session on May 24 will include panel discussions by suppliers who will review their efforts to make their products uniform in quality. The moderators of these panels will be William Palinski, Western Printing and Lithographing Co., paper; Howard Walker, Meredith Publishing Co., ink; John O. McCahon, The Smyth Mfg. Co., adhesives; Robert Downie, Marathon, a division of American Can Co., metals; and J. Leonard Starkey, McCall Corp., photosensitive materials.

Plant tours are planned for the morning of May 25, at Harris-Seybold Co., The Reynolds & Reynolds Co., and McCall Corp., all in Dayton.

Paul Lyle, Western Printing and Lithographing Co., is the chairman.

### Three More Win KC Stock

Three more winners have been announced in the Kimberly-Clark, "Let's Swap Ideas" contest.

They are R. E. Lineberry, manager, printing department, J. P. Stevens &

Co., New York; Fred Gebhart, superintendent, The Castle Press, Pasadena, Cal.; and Fred J. Kicanas, pressman, Hillison & Etten Co., Chicago.

### Robert Weber Dies

Robert Weber, 63, president of Weber Lithographing and Printing Corp., New York, died in March after a brief illness. He had been in the lithographic business for 20 years.

### Will Open German Plant

Miehle-Goss-Dexter, Inc., Chicago, has announced the establishment of a new manufacturing affiliate in West Germany. Known as MGD Maschinenfabrik fuer Graphische Industrie und Druck GMBH, it is wholly owned by MGD's Swiss subsidiary, Miehle-Goss-Dexter, S A, Fribourg. The company is building a new plant in Offenbach near Frankfurt.

### PIA Trade Binders Meet

Mortimer S. Sendor, president; Robert A. Wunsch, vice president; John Osterholtz, secretary, and Richard Sage, treasurer, were re-elected to serve for 1960-61, at the annual meeting of the Trade Binders Section of the Printing Industry of America, March 26.

Under the theme of the meeting, Improved Performance Equals Improved Profits, Mr. James S. Armitage of Inland Magill-Weinsheimer Corporation, Chicago, Illinois, discussed in detail the effect of web-offset printing on the operations of trade binders. Mr. Armitage pointed out that the increase in the volume of printed products coming off web presses would mean an increase in the volume of work for the trade bindery industry. He also stressed the fact that trade binders will be required to utilize certain pieces of equipment and to require of the printers a high degree of precision in the folded products coming off web presses.

The meeting was concluded with a general session devoted to Planning and Managing for Trade Bindery Profits, presented by Arthur Johnson, director of management services, Printing Industry of America.

## Litho Schools

- Canada—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.
- Chicago—Chicago Lithographic Institute, 1611 W. Adams St., Chicago 12, Ill.
- Cincinnati—Ohio Mechanics Institute, Cincinnati, Ohio.
- Cleveland—Cleveland Lithographic Institute, Inc., 1120 Chester Ave., Cleveland 14, Ohio.
- Houston—Univ. of Houston, Cullen Blvd., Houston 4.
- Los Angeles—Los Angeles Trade Technical Junior College, 1646 S. Olive St., Los Angeles 15, Calif.
- Minneapolis—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.
- Minneapolis Vocational High School, 1101 Third Ave. South, Minneapolis 4, Minn.
- Nashville—Southern Institute of Graphic Arts, 1514 South St., Nashville, Tenn.
- New York—New York Trade School, Lithographic Department, 312 East 67th St., New York, N. Y.
- Manhattan School of Printing, 72 Warren St., New York, N. Y.
- Oklahoma—Oklahoma State Tech., Graphic Arts Dept., Okmulgee, Okla.
- Rochester—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South Rochester 8, N. Y.
- Pasadena—City College, 1570 E. Colorado St., Pasadena, Cal.
- Philadelphia—Murrell Dobbins Vocational School, 22nd and Lehigh, Philadelphia, Pa.
- Pittsburgh—Carnegie Institute of Technology, School of Printing Management, Pittsburgh.
- San Francisco—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.
- St. Louis—David Ranken, Jr., School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.
- Vancouver—Clark College.
- West Virginia—W. Va. Institute of Technology, Montgomery, W. Va.

## Trade Directory

- Internatl. Assn. Pig House Craftsmen  
P. E. Oldt, Exec. Sec'y.  
Room 307; 411 Oak St., Cincinnati 2.
- Lithographers and Printers National Association  
Oscar Whitehouse, Exec. Dir.  
1025 Connecticut Ave., N.W., Wash., D. C.
- Lithographic Tech. Foundation  
William H. Webber, Exec. Dir.  
131 East 39th St., New York 16, N. Y.
- National Assn. of Litho Clubs  
Raymond E. Geegh, Executive Secretary  
1915 33rd St., S.E., Wash. 20, D.C.
- National Assoc. of Photo-Lithographers  
Walter E. Soderstrom, Exec. V.P.  
317 West 45th St., New York 36, N. Y.
- National Metal Decorators Assoc., Inc.  
James G. Smith, Secretary  
P.O. Box 506, Crawfordsville, Ind.
- Printing Industry of America  
Bernard J. Taymans, Mgr.  
5728 Connecticut Ave., N.W., Washington, D.C.

### Hunt Building New Plant

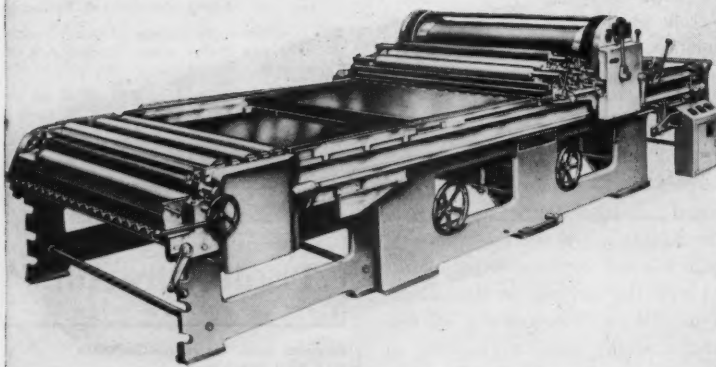
Philip A. Hunt Co., Palisades Park, N. J., has begun construction on a new chemical manufacturing plant and general office building, which will double the capacity of its present plant. The building will include research facilities.

The company, which moved to Palisades Park in 1948, now operates five manufacturing plants and nine warehouses throughout the United States.



Philip A. Hunt (l), president and J. S. Coles, executive vice president of Philip A. Hunt Co., break ground for a new building in Palisades Park, N. J.

## PRODUCTION-QUALITY PROOFS WITHIN 5 TO 10 SHEETS AND 12 MINUTES OF WORKING TIME WITH S&S FLATBED OFFSET PRESSES



### OFFSET PROVING HAS COME OF AGE WITH THE S&S.

Fast, accurate proofs on S&S presses eliminate the need to tie up production presses for single-color or multi-color proving. Exact production quality with 3-form-roller inking, automatic two-way dampening, automatic slow-down to prevent picking on coated stocks, electromagnetic grippers, both one-way and two-way inking. Fast set-up, plate clamping and wash-up; adjustable bed depth for metal, glass and plastics decorating. Sizes from 18" x 25" to 52" x 77". Prices, size for size, about 40% of production presses.

*Please write for complete information and prices and the names of leading U.S. and Canadian firms using S&S presses in multiple or single installations:*

**AMSTERDAM CONTINENTAL TYPES & GRAPHIC EQUIPMENT, INC.**  
276 PARK AVENUE SOUTH, NEW YORK 10, N. Y., SPRING 7-4980

### ATAA Meeting in Chicago

The Advertising Typographers Association of America (Illinois section) has scheduled a two-day annual meeting at Edgewater Beach Hotel in Chicago, May 13 and 14. Slated for discussion are national association activities, type faces and designs, promotional and advertising plans, new educational programs, the Advertising Typographers Handbook, the ATAA's new type face selection chart and recent developments in typography. E. G. Johnson, J. M. Bundscho, Inc., Chicago, is general chairman of the meeting. National officers, including ATAA's president, Athony Perussi of Advertising Typographic Service, New York, will attend. About 100 are expected to attend.

### Mead Contest Winners

The three top winners in the Mead Paper Company's Grand National "Awards of Excellence Competition" were announced last month.

They are the Emerson-Imperial Lighting catalog, printed by Western Printing and Lithographing Co., St. Louis; a United States Steel Corp. catalog entitled "Vitrenamel," printed by Heeter Lithographing Co., Bridgeville, Pa., and the United States Information Agency magazine "America Illustrated," printed by Publishers Printing - Rogers Kellog Corp., Long Island City, N. Y.

### Copease Offers New Copier

Copease Corp., New York, has introduced a new office copying machine, which will reportedly copy anything regardless of color of ink, pencil or type of paper used. Called the Crusader, the machine exposes and develops the copy in one step and does not require handling or mixing of developing solution by the operator.

The unit incorporates a Posi-Contact exposing process which, according to the company, gives better negative-to-original contact. In addition, the machine has a new ejection system which protects the original from damage.



### Keaty Named Sales Technician

Lawrence B. Keaty has been appointed Typesetter sales technician for the Cleveland, branch territory of American Type Founders Co. He was formerly the Cleveland service representative.

### Ad Design Winner Announced

Another prize-winning advertising design in a series to spotlight the work of seniors in New York art schools has been announced by Cross Siclare & Sons, New York. The \$100 award went to Bernard Wagner of Far Rockaway, New York, a student at the School of Visual Arts.

### Harris Advances Randall

The Harris-Seybold division of Harris-Intertype Corp., Cleveland, has appointed Ralph H. Randall to the newly created post of product manager—folding cartons, in addition to being Philadelphia district manager.

Raymond H. Green has been appointed assistant Philadelphia district

manager to assist Mr. Randall. He has been a Harris-Seybold sales representative for eight years in the Philadelphia-Baltimore area.

Mr. Randall has been with the company since 1934, and has held assignments in 19 eastern, southern and western states, including a large amount of work with carton-producing firms. He has had experience in commercial lithographic operations, and directed several Air Force printing plants during World War II.

### Forbes Appoints Two

Everett F. Bowden has been appointed assistant to the president of Forbes Lithograph Co., Chelsea, Mass. He assumes his new position in addition to that of treasurer which he already holds. George Herrick has been appointed controller of the company to replace Mr. Bowden.

Mr. Bowden joined the company in 1934 as controller and in 1955 he was made treasurer. Mr. Herrick was formerly general manager of the New England Contract Furnishings Co.

### Dexter Advances Lenz

William F. Lenz has been appointed secretary-treasurer of The Dexter Co.,



William F.  
Lenz

Division of Miehle-Goss-Dexter, Inc.

Mr. Lenz replaces Prescott Fuller, who retired in February. He has been assistant treasurer of the company.

### Photon Elects Hanson

Kurtz M. Hanson has been elected president of Photon, Inc., to replace William W. Garth, Jr., founder of the firm, who will remain active in the company as a full-time director.

Mr. Hanson was formerly president of Lanston Industries, Inc., Philadelphia. Prior to joining Lanston, he was president of Champion-International. He is a director of Western Electric Co.

# SCREEN TINTS 20" x 24"

Latest developments in the manufacture of halftone tints allows us to offer you these tints at this SENSATIONALLY LOW PRICE.

- UNIFORM DOT
- QUALITY CONTROLLED
- FIELD TESTED AND NOW USED IN BETTER LITHO SHOPS
- UNCONDITIONAL GUARANTEE

#### SPECIFICATIONS

SCREEN: 120 LINE — 133 LINE — 150 LINE

VALUES: 20" x 24" — 10% to 80%

22" x 28" — 20% to 80%

THICKNESS — .005

PACKED: same value — 2 sheets to a tube

THINBASE: prices on request

\$ 5.00  
each

22" x 28"

\$ 7.50  
each

WRITE FOR BROCHURE AND NAME OF LOCAL DEALER

## ROLL-O-GRAPHIC Corp.

133 PRINCE STREET, NEW YORK 12, N. Y.

### Donahue Joins NuArc

NuArc Co., Inc., Chicago, has appointed Harold Donahue as factory representative for the West Coast. He will operate from the company's new regional office address at 330 E. Washington Blvd., Los Angeles.

### George E. Fichtner Jr. Dies

George E. Fichtner, Jr., 45, vice president and division manager of the eastern operations of the Muirson Label Co., Meriden, Conn., died suddenly, March 23, of a heart attack

while on a business trip to Puerto Rico.

Mr. Fichtner was well known in the graphic arts, packaging and food industries.

### Will Open Plant in Cal.

Paper Manufacturers Co., Philadelphia, has begun construction of a new plant in Newark, Cal. The plant will be the third manufacturing facility operated by the company.

Joseph A. Morris will be manager of the new plant when it is completed.

He has been with the company for 30 years and has served as manager of its Indianapolis plant since 1951.

### Walter Paepcke Dies

Walter P. Paepcke, 63, founder, board chairman and chief executive officer of Container Corp. of America, died April 13 in a Chicago hospital after an illness of several weeks. Burial was at Aspen, Colo., where in 1949 he founded the Aspen Institute for Humanistic Studies.

Mr. Paepcke was a director in such varied organizations as the Chicago Art Institute, Chicago Symphony Orchestra and Encyclopedia Britannica, and a trustee of the Univ. of Chicago, Girls Latin School and Institute of Design.

### New Harris Installations

The following firms have recently installed Harris-Seybold offset presses:

The Case-Hoyt Corp., 800 St. Paul St., Rochester, N. Y.—model 460, 43 x 60", four-color.

Ashton Potter Ltd., 110 Sudbury St., Toronto, Ont. — model 477, 54½ x 77", four-color.

Fontana Lithograph Co., 1937 47th Ave. N.E., Washington, D. C.—model 238, 25 x 38", two-color.

Stant Lithograph Inc., 2363 Champlain St., Washington, D. C.—model 250, 36 x 49½", two-color.

Washington Planograph Co., 1110 Okie St., N.E., Washington, D. C.—model 250, 36 x 49½", two-color.

Forbes Lithograph Mfg. Co., Chelsea, Mass.—model 238, 25 x 38", two-color.

Jet Lithographing Co., 75 Spring St., New York—model 238, 25 x 38", two-color.

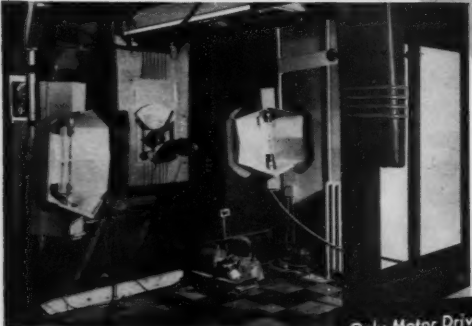
Thompson Lithographic Associates, 250 West 45th St., New York—model 238, 25 x 38", two-color.

Neilson Lithographing Co., 4142 Airport Rd., Cincinnati—model 260, 43 x 60", two-color.

A. Pomerantz & Co., 1525 Chestnut St., Philadelphia—model 236, 23 x 36", two-color.

Herbick & Held Printing Co., 1117 Wolfendale St., Pittsburgh — model 238, 25 x 38", two-color.

**GUARANTEES UNIFORM COVERAGE  
OF ENTIRE COPY AREA**



**CHALLENGER  
CAMERA  
Lamp**

**75 and 110 AMP.**

Quick settling of the arc permits accurate exposures of as short a duration as 5 seconds. Dual lamp operation from one transformer is obtained by two connector receptacles in the transformer housing. The Challenger mounts easily on the lamp carrier arms of most cameras. Also available double-decked with counter-balanced supports.

Only Motor Driven Arcs Maintain Constant Light Level and Color Temperature

**STRONG FULLY AUTOMATIC  
HIGH INTENSITY ARC LAMPS**

- ★ INCREASE CAPACITY
- ★ PREVENT SHUT-DOWN TIME by trouble-free performance.
- ★ PERMIT ACCURATE COMPENSATION FOR LINE VOLTAGE CHANGES by use of an indicating meter and tap changing switch.

**THE  
STRONG ELECTRIC  
CORPORATION**

USE 30 DAYS WITHOUT OBLIGATION TO BUY!  
Your dealer will offer you a liberal trade-in on your present equipment. Write for literature

CITY PARK AVENUE • TOLEDO 1, OHIO

**Strong**

A SUBSIDIARY OF  
**GENERAL PRECISION EQUIPMENT CORPORATION**

A  
GENERAL  
PRECISION  
COMPANY

### Hughes Starts Scholarship

The Education Council of the Graphic Arts Industry's National Scholarship Trust Fund has received a grant from the Hughes Corp., New York, for a four-year scholarship of \$1,000 per year. The scholarship, named the Hughes Foundation Scholarship, is for study in the field of printing management or printing design at Carnegie Institute of Technology. The recipient will be selected in national competitive examinations to be conducted by the council's Scholarship Trust Fund and administered by the Educational Testing Service, Princeton, N. J. The examinations will be given in the Fall of 1960, and the scholarship granted for the school year beginning September, 1961.

First consideration in selection of award winners of the scholarship will be qualified children of Hughes affiliated companies; second consideration to qualified children residing in communities where Hughes or affiliated companies are located; third consideration to any qualified person.

### Farago Joins Maran

Lawrence A. Farago has been appointed sales representative for the Maran Printing Co. of Baltimore and Washington, D. C.

He had been with the Clark-Franklin Press in Boston, where he served as an art director in charge of production scheduling and a four-man art department.

### Louis G. Wahl Dies

Louis G. Wahl, 85, founder of the Olean Printing Co., Olean, N. Y., died of a heart attack April 10.

He founded the printing company in 1920 and operated the business until he retired in 1950. He sold the business to his daughter and her husband, Mr. and Mrs. Harold E. Fisher.

### MCD Appoints McGill Co.

The W. S. McGill Co., 1918 Lawrence Street, Denver, Colorado, has recently been appointed regional authorized parts and service representatives for The Dexter and Lawson Co. divisions of Miehle-Goss-Dexter, Inc.

It will continue to serve in the same capacity for the Miehle Co. division, as well.

### Percy Tallman Dies

Percy L. Tallman, 78, founder and president of Tallman-Robbins Co., Chicago, printers of business forms, died April 9 in Washington, D. C. He was a founder of the Executives Club of Chicago and a leader in activities of other clubs and civic organizations.

### New Incorporations

The following firms have been granted charters of incorporation:

Madison Litho Corp., 140 E. 56th St., New York.

Trans-Media Graphics Inc., 70-35 Broadway, Jackson Heights, N. Y.

Harlson Lithographers Inc., 276 Fifth Ave., New York.

Comet Reproduction Service, Inc., 2412 Wilshire Blvd., Santa Monica, Cal.

## Riegel OFFSET PACKING PAPER

# FOUR New Sizes Fit More Presses

Here's an automatic time-saver stocked and sold by your local paper merchant: Riegel's Offset Packing Paper. It is specially made for the job, with a toothy surface that prevents slipping or creeping under plate or blanket. Won't thin out during long runs.

**FOUR CALIPERS:** .002, .003, .004 and .005 "Edge-colored" for ready identification.

**SIX SIZES:** 19 x 23, 25¼ x 36, 28¾ x 38½, 38 x 50, 45 x 59, 54 x 77

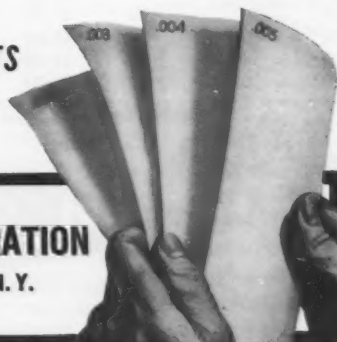
The ultimate in speed and convenience.

Write today for **FREE TRIAL SHEETS**

Send name and model of press with sheet size and caliper wanted.

**RIEGEL PAPER CORPORATION**

P. O. Box 250, New York 16, N. Y.



### PDI Advances Edmondson

Robert J. Edmondson has been named coordinator and manager of the scanner division operations in Canada, Mexico and ten southern states for Printing Developments Inc., New York.

Mr. Edmondson will also continue in his present duties as business manager for company operations, a position he has held since joining the

firm in 1958. Previously, he had been with the Johns-Manville Corporation.

### Multicraft Offset Expands

Multicraft Offset and Printing Corp. has moved to new quarters at 1400 East 30th St., Cleveland. The new space is three times larger than their previous location. The company has a new four-color web-fed press.

### Ardlee Prints Caldecott Winner

"Nine Days to Christmas," written and illustrated by Marie Hallets winner of the 1960 Caldecott medal, was printed for Viking Press by the Affiliated Lithographers division of Ardlee Service, Inc., New York. The Caldecott medal is presented each year to the artist of the year's most distinguished picture book. The division also printed the third place winner, Maurice Sendak's "Moon Jumpers" published by Harper & Bros.

### Donnelley Moves N. Y. Office

R. R. Donnelley & Sons Co. moved its New York sales office on May 1, from 420 Lexington Ave. to larger quarters at 220 East 42nd St.

### Litho Producers Expands

Lithographic Producers, San Francisco firm owned by two letterpress printers, the Ben Franklin Press and the Kennedy-Bosch Co., has completed installation of a new Miehle 38 two-color press and moved to larger quarters on the fifth floor of 500 Sansome St.

### Strong Advances Altenbach

Strong Electric Corp., Toledo, O., has appointed Leo A. Altenbach as a vice president in charge of production. He has been with the company since 1927, starting as a mechanic. In recent years he has been plant superintendent.

### John J. Lee Dies

John J. Lee, 68, retired Chicago lithographer, died April 18 in a hospital there. Mr. Lee was the former owner of Lakeview Lithographing Co. and later was executive vice president of Metropolitan Lithographic Co.

### 3M Salesmen Gather

The sales force of Minnesota Mining and Mfg. Co. printing products division attended a week of meetings and technical sessions the last week of March at the company's St. Paul, Minn., home offices.

The salesmen were informed on the division's latest technical developments, company and division programs, and plans for the future.

## GOLDENPLAST\*

A new ORANGE masking plastic for layouts that

**"HOLDS-TO-SIZE"**

\*GOLDENPLAST masking plastic — new formulated medium, replacing Goldenrod papers for those difficult "hard-to-register" jobs.

SEE THE DIFFERENCE! — Save Time — Save Money — today! Get GOLDENPLAST the orange masking plastic.

See the difference in features —

- Solves Misregister problems (in all climatic conditions)
- Available for all press sizes
- Easily cut
- Used for dropouts
- Thin base
- Available in rolls too

Special production method makes GOLDENPLAST available at these competitive low prices—

### PRICE LIST

Sheet Size					
All sheets cut square and packed flat at no additional charge.			Package	Price	
11" x 14"	100	\$ 8.50			
14" x 17"	100	12.00			
16" x 20"	100	14.00			
20" x 24"	100	20.50			
20" x 27"	100	22.00			
24" x 27"	100	30.00			
24" x 30"	100	31.50			
27½" x 31"	100	38.50			
27" x 38"	100	41.00			
30" x 40"	100	48.00			
38½" x 54"	50	41.50			
40" x 50"	50	41.00			

Sheet Size	Quantity	Price
42" x 54"	50	\$45.00
46" x 56"	50	55.50
48" x 60"	50	62.00
54" x 60"	50	65.00

**ROLLS**

54" x 100 ft. \$ 25.00  
54" x 200 ft. 48.00  
54" x 500 ft. 112.00

F.O.B. N. Y., Our Plant  
\* All Prices Subject to Change

### ROLLS

54" x 100 ft.	\$ 25.00
54" x 200 ft.	48.00
54" x 500 ft.	112.00

F.O.B. N. Y., Our Plant  
\* All Prices Subject to Change

Manufacturers to the Graphic Arts



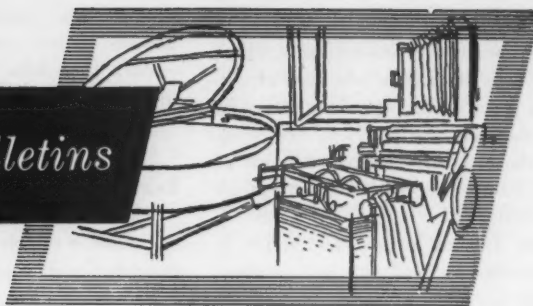
*N. Teitelbaum Sons*  
INCORPORATED

261 GRAND CONCOURSE  
NEW YORK 51, N. Y.  
Telephone: MOHt Haven 5-2050





## Equipment, Supplies, Bulletins



### New Rubber Plate Business Forms Press

A new model rubber plate business forms press handling variable size snapshot and continuous forms from 14 to 28" in cut-off sizes, and web widths to 26½" has been developed by American Type Founders Co., Elizabeth, N. J.

According to the company, the introduction of the new variable forms press makes possible greater flexibility by business forms manufacturers in producing different size forms.

### Will Distribute Misomex

Misomex step-and-repeat machines, with push-button or punch card control systems, are now available through Royal Zenith Corp., New York.

The equipment is designed for single and multicolor multiple image production as well as photo-composing. Taking film, glass or metal plates, production speeds of up to 350 repeat steps per hour with photographic materials and 70 steps per hour with metal plates are possible, according to the company.

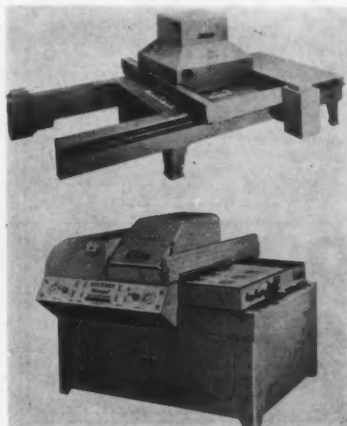
The advantages of the machine, according to the company are electronically - controlled, high - intensity Xenon or incandescent light source which creates identical tone and sharpness for each image; vacuum air pressure which assures proper copy contact; automatic controls which position exposures to an accuracy of 1/1000" in regular, stepped, staggered, butted or overlapped patterns; and a buzzer to alert the operator at the completion of the run.

Models of the units, with push-button control, are available in sizes

Hitherto many forms had to be produced only in the standard sizes for which machines were constructed.

Each of the new presses comes equipped with four printing units. These may be set up as two color printing units and two numbering units; or as three and one, or other combinations. Web width is a maximum of 26½", while cylinder cut-off dimensions may range from 14 to 28" in ¼" increments.

ranging from 25 x 25" to 40 x 48" with negative chase size up to 9 x 12".



Misomex Step-and-Repeat

The punch-card controlled unit is available in sizes from 40 x 56" to 56 x 80", chase size to 24 x 24".

### Introduce New Paper Drill

The Lawson Co., division of Miehle-Goss-Dexter, Inc., Chicago, has introduced a new hollow paper drill called the Flame-Tip. The name of the new drill derives from the process of coating the tip of the drill with Tungsten

Carbide, a process called Flame Coating.

The company reports that the new drills have a useful life up to 15 times longer than conventional drills, and that the coated tip enables the drill to operate more effectively with difficult paper stocks.

### Establish Paper Standards

A new standards recommendation which establishes, for international trade, the widths of sheets of paper for catalogues, pamphlets, and periodicals, as well as for documents for commercial, technical, or administrative use has been approved and published by the International Organization for Standardization (ISO) and is now available from the American Standards Association, 10 East 40th St., New York.

### Pastel Ink Sample Book Offered

The Chromatone division of Polychrome Corp., Yonkers, N. Y., has published a Pastel and Metallic Ink Color Sample Book. The new book contains, aside from sample sheets showing various pastel and metallic inks, instructions and formulas for mixing pastel shades from standard Chromatone inks.

The book is available from local offices of the company and from the main office at 2 Ashburton Ave., Yonkers, N. Y.

### Bard Knives Featured

A folder featuring a new line of Bard Parker industrial knives and blades has been introduced by Bridgeport Engravers Supply Co., Bridgeport, Conn. The folder shows the line of knives and blades designed for stripping work, especially on the new stable base films.

### Restyling Photo Equipment

Robertson Photo-mechanix, Inc., Chicago, is using a new type of silicon paint on its line of cameras and photomechanical products. According to the company, the baked finish of this paint protects the product against corrosion and attack by acids or other foreign matter. The finish is non-reflective and will not produce flare or interfere with the normal photographic processes. In addition, the company has employed an indus-

trial designer to restyle its control handles. Other components of the camera have been restyled, such as the instrument panel on the Comet and "480."

### Feature Duplex Cover Stock

Beckett Paper Co., Hamilton, O., has issued a sample book showing its Spanish Grain Duplex cover stock.

The book contains seven color swatches along with size and weight specifications.



**THE RIGHT EQUIPMENT  
FOR THE RIGHT JOB**

Besco doesn't try to fit round pegs in square holes. What Besco can do, is to fit the right piece of equipment into your plant so that it does the job you want it to do. When you need new equipment call the Besco office — it costs nothing to get the Besco recommendations.

**BRIDGEPORT ENGRAVERS  
SUPPLY CO.**

BRIDGEPORT 2, CONN.

**BESCO**

BOSTON — 287 Atlantic Ave.  
NEW YORK — 525 W. 33rd St.  
CLEVELAND — 1125 Rockwell Ave.  
CHICAGO — 900 N. Franklin St.  
CINCINNATI — 1423 E. McMillan St.  
(SALES OFFICE ONLY)

### Boyd Introduces Lithoslit

The H. S. Boyd Co., Tulsa, Oklahoma, has introduced a new product called Litho-slit which it reports will



New Litho-slit blade

cut windows, slits or cut corners off stock on the press during regular litho runs. Litho-slit cutting rule is applied to the impression cylinder with a special polyester tape so that cutting can be done simultaneously with the printing impression. Litho-slit will accommodate a variety of stocks in various weights.

The company now has cutting rule available in 3, 8 and 16 cuts per inch.

### Finch Offers Swatch Book

A new swatch book of Finch Offset papers is being distributed by Finch, Pruyn and Co., Inc., Glens Falls, N. Y. The book contains swatches of 50, 60, 70 and 80 pound weights in white, smooth finish.

### Folder on Color Issued

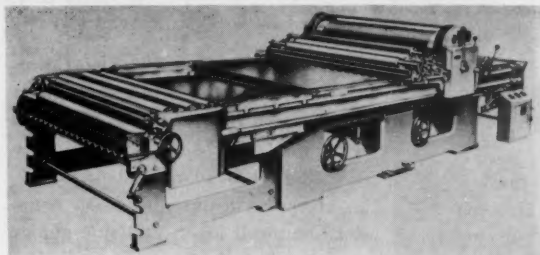
The Allied Paper Corp., Kalamazoo, Michigan has distributed the first in a series of four "reminder" mailers on the subject of color and type. These mailers are part of a campaign for the company's Colorcraft papers.

### Amsterdam Offering Melior

Melior, the newest type family designed by Hermann Zapf, has been introduced by its distributors, Amsterdam Continental Types & Graphic Equipment, Inc., New York.

Designed and manufactured in West Germany by the Stempel Type Foundry in Frankfurt, Melior is available in a range of American point body sizes from 6 to 60 point, in roman, italic, semi-bold and bold condensed faces.

### Three New Sizes Added to S & S Flatbed Offset Line



S & S flatbed offset press now available in sizes 23 x 30", 43 1/4 x 63", and 52 x 77".

S & S Flatbed Offset presses are now available in three added sizes, 23 x 30", 43 1/4 x 63" and 52 x 77", according to the U. S. distributors, Amsterdam Continental Types & Graphic Equipment, Inc., New York.

Designed for multi-color offset proofing, short-run color work and the printing of acid-resists for etched nameplates and electronic circuits, the presses incorporate a bed-suspension system which, according to the company, permits quality printing on a full range of paper stocks and even on rigid or thick surfaces.

Features of the presses pointed out by the company are optional one-way action of inking rollers which

can be set to contact the plate during forward pass only; optional two-speed drive which causes automatic slowdown when contact is made with stock, to prevent picking on high-gloss stocks; an automatic electromagnetic paper gripper system; ball-bearing mounts on ink rollers; and motor-controlled dampening.

Information is available from the company at 276 Park Avenue South, New York 10.

#### West Va. Describes Research

West Virginia Pulp and Paper Co., New York, last month released a booklet which tells how the company

has coordinated pulp and paper-making operations at each mill location and how it is experimenting with new mixtures and processes to develop better papers.

The booklet also covers the company's increased use of hardwoods in mixtures with softer wood pulps to increase quality and durability.

#### New Sizes in Plate Racks

NuArc Co., Chicago, reports that its plate storage racks are now available in four stock sizes, to accommodate plates from 24" wide and 43" long to plates 58" wide and 77" long.

The racks utilize vertical storage which reportedly makes filing and finding plates faster and easier. Also plates stored in this manner do not distort or warp.

Also available for use with these racks are slide hooks which, in addition to holding the plates, act as spacers to keep plates from damaging each other.

Information contained in bulletin N700 ML, is available from the company at 4110 W. Grand Ave.

Used by the top Graphic Arts camera manufacturers

Sharpest, Highest Fully Color-corrected Lens available

Logos shown include: Princeton, Chemco, Western Cameras, Miller-Treman Co., Haloid Xerox, KODAK GRAPHIC, Camera Lucida, Process Cameras & Equipment, Inc., Sun, Statmaster, ATF, BROWN, Consolidated, REPRO-ART, LANTSON MONOTYPE, and BORROWDALE.

# GOERZ RED DOT ARTAR

- Fully corrected apochromat
- Hard coated air spaced optics
- 4" to 70" focal lengths
- For all color or black and white applications



**C. P. GOERZ AMERICAN OPTICAL COMPANY** INWOOD 96, L. I., N. Y.

Western States Distributor: LA GRANGE, INC., Hollywood 39, Cal.

Midwest Distributor: WHITE PHOTO SALES, INC., Chicago 13, Ill.

Canadian Distributor: W. E. Booth Company Limited, 12 Mercer St., Toronto, Can.

### New Illuminated Magnifier

A new self-illuminated seven-power inspection magnifier especially designed for the graphic arts craftsman has just been introduced by Litho Research, Inc., 14339 36th Ave. N.E., Seattle 55, Wash.

The device, called the Micro-Lite, according to the company, makes it easy to inspect halftone dots in plates on the press or off, also to check printed halftones anywhere, with no need for any other light source. Wherever fine erasures or corrections

are necessary, whether on a litho plate or negative, a large side opening in the head of the light allows the use of small tools for the operations. With the light switched off, the device may be used as a conventional magnifier.

### Southworth Add to Line

The Southworth Machine Co., Portland, Maine, has been appointed a sales agent for the cutters, delivery systems, counters, inspection units, backstands, and related equipment for the Hamblett Machine Co., Law-

rence, Mass., and The Maxson Automatic Machinery Co., Westerly R. I.

### Harris Shows New 38" Two-Color

At fifteen sales offices throughout the country Harris-Seybold Co., demonstrated on April 20 its new 25 x 38", two-color offset press.

The press features feed roll register, multi-roll inker, pull side guides and double size transfer cylinder. According to the company, it can handle 9 x 12" bleed signatures, eight up at speed up to 7,000 iph.



## COSTS 30% LESS

## THAN SEPARATE VACUUM FRAME & ARC LAMP UNITS!





**LOAD**  
Lift the glass, position the negative and plate.

**FLIP**  
Close the glass frame. Pull the release knob and flip the vacuum frame over.

**EXPOSE**  
Set the timer. Automatically controlled carbon arc lamp is built into the base with the reflector.

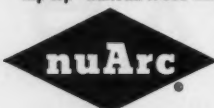
**nuArc**  
*flip-top*

## PLATE MAKER

Not only do you save on the initial cost of a flip-top unit . . . the set up cost is substantially reduced: no partitions, curtains, or exhaust systems because the light from its powerful arc lamp is contained within the cabinet. Save on floor space; flip-top units occupy a space only a few inches larger than the actual plate size. Save time—these simple to operate units can be controlled from one position by one operator.

Hundreds of leading photo lithographers and photo engravers know, there is no easier or faster way to make perfect plates.

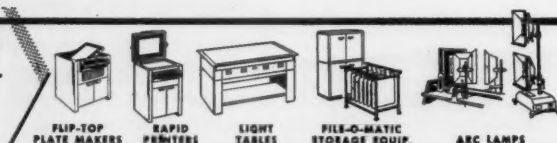
\*Send for the latest "Flip-top" Bulletin A-500 ML



### COMPANY, INC.

General Office and Factory: 4110 W. Grand Ave. • Chicago 51, Ill.  
Eastern Sales and Service: 215 Park Ave. So., New York

nuArc makes a complete line... send for literature



### Fluorescent Flex-Stik

Kleen-Stik Products, Inc., Chicago, has introduced a new fluorescent Flex-Stik, which combines daylight fluorescent colors with rubber saturated, Flex-Stik "B" pressure-sensitive adhesive stock.

The material is available in orange-red and orange-yellow colors on the stock, which is .004" thick.

### Booklet on Microfilm Issued

A new 28-page booklet titled "Microcopies" has been released by The Gevaert Co. of America, Inc., New York. The booklet is a condensed handbook for those who use or produce microfilms.

The booklet defines microfilming, and its techniques. There is information on illumination, exposure, filter techniques and equipment for making and reading microfilms.

### Production Monitoring Unit

Production Monitoring System, division of Frost Associates, Baltimore, has introduced a new production monitoring system for use in tabulating production on typesetting machines. The unit is said to keep an accurate count of the number of key strokes without interfering in any way with the operation of the typesetter. The system works on a pulse which operates in conjunction with each key stroke. The machine then stamps the number of keystrokes completed when the operator inserts a time card.

Information on the unit is available from the company at 213 East 25th St., Baltimore, 18.



### MGD Expands Overseas Sales

Miehle-Goss-Dexter, Inc., Chicago, has appointed P. Bollmann and S. Robinson as sales managers of two of its overseas subsidiaries. Mr. Bollman is manager of Graphicart, Berne, Switzerland and Mr. Robinson, manager of Miehle Ltd., London. They will specialize in the sales of Dexter bindery equipment in England and on the Continent.

In addition to equipment from U.S. plants, they will also offer equipment from the company's new factory in West Germany.

### Bulletin on ATF 61" Cutter

Complete specifications and technical data on the new 61" Senator are now available in a bulletin from American Type Founders Co.

The 61" is a new size added to the line of 32", 42", and 52" paper cutters. Each machine, according to the bulletin, comes equipped with fully hydraulic clamping, photo cell safety device, rear table slot closing, air film table, and automatic electronic spacing in which 16 different jobs can be recorded and repeated.

The bulletin is available from the company at 200 Elmora Ave., Elizabeth, N. J., or any of its branches.

### Champion Advances Fisher

R. J. Fisher has been named product sales manager for Champion Paper Specialties, Inc., Piqua, O., a subsidiary of Champion Paper and Fibre Co. Mr. Fisher, formerly with the San Francisco district sales office of the parent company, will work from the company's general office in Hamilton, O., coordinating sales for Trim Pak impression papers.

### New Uscothane Rollers

A new line of graphic arts rollers, made of a rubber-like material, reportedly as rugged as metal, has been introduced by United States Rubber Co. The company reports that tests during a three-year period have shown that rollers made of the new material, called Uscothane, have a longer life than conventional rollers, can be cleaned more easily, offer



Uscothane Roller

better quality printing results and are unaffected by atmospheric conditions such as temperature and humidity.

### WestVaCo Cites Ad Campaign

West Virginia Pulp and Paper Co., New York, recently cited the effectiveness of its present advertising campaign which enlists the aid of a number of other advertisers who use the company's paper in their promotional pieces.

The company has been running advertising inserts in various publications showing how different stocks were used in producing advertisements for other companies. An example of the approach is the recent advertisement by the company, showing a cover from the Metropolitan Opera Company's program, which was printed on WestVaco paper. (See ML, April, page 65.)

Two important factors for producing top quality printing plates for Offset... Letterpress... Gravure



### apco MASKING PAPER

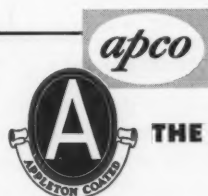
Especially made for the purpose, this high strength base stock is Mandarin color coated on two sides with a special APCO coating formula of exacting properties that provides complete protection to most films during long exposure to strong lights, yet is sufficiently transparent for easy marking. Ideal to work with, APCO Masking Paper takes pen or pencil - frisket cuts without feathering - and does not tear or surface peel when masking tape is removed. Once used, you will readily appreciate the differences between this "special" masking paper and ordinary orange or yellow enameled papers. Write for samples and name of APCO merchant best located to serve you.



### apco REPRO-PROOFING PAPER

Not just another coated paper, but one especially produced for sharp, clear reproduction proofing only. APCO's features are many - It's bright white, dull coated surface is free from dirt - is level smooth, free from curl, and remains flat during proofing to accept the exacting ink coverage required to reproduce strong blacks and hairlines from type matter and/or halftone dots with true fidelity. APCO dries fast without smudging. It also features a special barrier coated backing which prevents camera "ghost images" from rubber cement paste-ups - and also retards solvent strike-thru when repositioning proofs. Test-try APCO today!

Write for new "tell-all" sample kit - on your business letterhead, please.



... Product research developments for the Graphic Arts Industries

THE APPLETON COATED PAPER CO.

APPLETON • WISCONSIN



## It's Not Funny When Litho Profits Are "Stolen"

It may be entertainment when TV robbers get away with the gold, but when profits disappear in the lithographic business it's mighty serious.

That can happen so easily, too. Production and labor costs out of line, inefficient management practices, sales figures too low, the little business leaks here and there . . . can turn a profit into a loss in short order.

How were your profits last year — and why? Or perhaps you don't know?

Join the National Association of Photo-Lithographers and gain the advantages that an industry organization of more than 1200 members can supply. The NAPL Cost System, Labor Relations Bulletins, Budgeted Hour Costs, NAPL Forms Book, and NAPL Member Bulletins are some of the exclusive association aids which can help guard your litho profits.

Jes sign yore name on the dotted line below, pardner. We'll be mighty glad to welcome yuh!

### NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS 317 West 45th Street, New York 36, N. Y.

We hereby make application for enrollment as an Active (Associate) Member in the National Association of Photo-Lithographers, and if elected, agree to abide by its By-Laws and support its objects and interests as far as our time and ability will permit.

We enclose herewith \$..... as our first year's dues. Annual dues for our press equipment will be:

No. of Presses	ACTIVE MEMBER
Presses smaller than 17"x22" (Minimum Dues \$50 per year)	\$20 per press per year.....\$
Presses 17"x22" to 22"x28".....	\$28 per press per year.....\$
Presses larger than 22"x28" up to and including 35"x45"....	\$37 per press per year.....\$
Presses larger than 35"x45".....	\$47 per press per year.....\$
	Total.....\$

#### ASSOCIATE MEMBER

Equipment and Supply Dealers and Manufacturers.....\$125 per year.....\$

**Minimum Dues, \$50.00 per year**

Firm .....  
Address ..... City..... Zone..... State.....  
Signed ..... Phone.....

# NEW SUBSCRIPTION ORDER

## MODERN LITHOGRAPHY

☐ 2 years \$7.00

☐ 1 year \$4.00

### My Classification:

Company .....

Name .....

Address .....

City .....

Postal Zone State

Above rates are for U. S. and U. S. possessions ONLY.

CANADA: \$5.00 [ ] 1 year: \$9.00 [ ] 2 years (payable in Canadian or U. S. funds)

LATIN AMERICA: \$5.00 [ ] 1 year \$9.00 [ ] 2 years

OTHER COUNTRIES: \$9 [ ] 1 year \$15 [ ] 2 years

1. Lithographing plants and employees, including private plants, combination lithographic and letterpress plants, metal decorators, lithographic trade platemakers including employees.

☐ Subscription in company name

☐ Owner, managing officer

☐ Superintendent, foreman, etc.

☐ Other employee (please specify)

☐ 2. Letterpress printing plant including employee (if you also do lithography check under No. 1 above).

☐ 3. Manufacturer, jobber, dealer in lithographic equipment or supplies including employee.

☐ 4. Library, college, school, trade association, instructor, student.

☐ 5. Other (please specify).

FIRST CLASS  
PERMIT No. 80

CALDWELL, N. J.

**BUSINESS REPLY CARD**

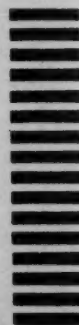
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POSTAGE WILL BE PAID BY

**MODERN LITHOGRAPHY**

P. O. BOX 31

CALDWELL, N. J.





## PACKAGING

(Continued from Page 93)

In this method the dampening solution consists of about one-fourth alcohol and is fed directly onto the first ink form roller. This roller does the dampening as well as some of the inking.

The advantages claimed for it are (1) ability to use softer inks; (2) ability to re-establish the ink-water balance quickly on the press; and (3) ease of operating the press by eliminating the need for critical adjustments in the dampening unit.

It is rather expensive but if the advantages claimed for it are valid, they could result in considerable cost savings in packaging by (1) making it possible to use cheaper grades of board; (2) eliminating the need for using large quantities of waste sheets at each stop of the press; and (3) increasing production by eliminating critical adjustments in the dampening system.

### Blankets

The use of the blanket in offsetting the impression from the plate to the board has been cited as an important advantage of lithography in board printing. The blanket makes up for moderate variations in surface characteristics and caliber of the board. When these get excessive, however, ordinary blankets cannot compensate for them and variations in printing or quality of the impression result.

A new disposable blanket known as the Polyfibron Blanket has been developed by Dewey and Almy Chemical Co., Cambridge, Mass., which shows promise of eliminating the problem.<sup>7</sup> This new blanket consists of two parts: a rubber impregnated fabric carcass similar to the ordinary blanket; and a compressible fibrous top member coated with a rubber composition on the surface. Each part is about 0.032" thick, or half the thickness of an ordinary blanket. The top member is coated with a pressure sensitive adhesive on the back so it can be attached to the carcass on the press. When damaged, it can be readily removed and a new top surface attached to the carcass.

The disposable feature of this blanket is certainly a valuable one, especially from the standpoint of cost replacement. But, it is not the most important feature of the blanket. The fibrous top member is much more compressible than rubber without increasing pressure unduly. This indicates that better conformability to rough surfaces should be possible with this blanket than with ordinary blankets because greater squeeze between blanket and board does not result in much higher pressure.

Too much squeeze between ordinary rubber blankets and board results in degradation of quality from slurred printing due to the increased pressure in the impression. Printing from the Polyfibron blanket appears to be relatively free of slur even with twice the normal impression squeeze. With this new blanket it should be possible to get greater consistency of impression and better quality of reproduction in printing on board as well as on paper.

### Color Reproduction

Another significant development in lithography has been the work that LTF has done on the evaluation of process colors and the recommendation of "balanced inks."<sup>8,9</sup> These developments can be responsible for appreciable improvements in the quality of the reproduction of process color subjects on packages. They can also result in savings in the cost of the preparation of materials for reproduction.

LTF's recommendations on "balanced inks" and the method of evaluating process colors are the result of its survey in 1956 and 1957 of color reproduction in the United States and Canada.<sup>10</sup> Of over 250 samples of printing evaluated, about a dozen were on board. The results of this survey showed that little effort was being made by the industry in general to (1) select inks with the proper colors for best reproduction of colored subjects, and (2) to control the strength or color of overprinting inks.

A similar survey should be made of the printing from all package producers to determine what, if any, problem areas exist and how they can be corrected. Such a survey is now

being considered by package producers in the United States. Maybe Canadian producers can also be included in the survey when it is made.

### Automatic Control of Quality

Perhaps the most important development in current research is the work that is going on to control the quality of reproduction automatically while the press is running. Color and quality control are still serious problems in lithography on board. LTF has made an exhaustive study of the quality of halftone images and how they can be defined and measured objectively.<sup>11</sup> The factors affecting quality are interference patterns such as graininess, mottle, moire, etc.; image definition, such as sharpness and resolution; and tone and color reproduction.

A recording microdensitometer has been built to measure these factors, but it is a slow, cumbersome instrument to use in production. A print quality instrument is being designed that will measure these factors at press speeds, can be used for quality control, and eventually can be put directly on the press.

Along with the study of the measurement of the quality factors, a study is also being made of means to control each factor. Once the instrument for measuring these factors is available and means have been developed for controlling them, it should be possible to control the consistency of color and quality of a reproduction automatically on the press, assuming, of course, that the factors lend themselves to mathematical or statistical analysis and electronic computers can be used. This will mean automation of quality control and elimination of the serious problem of inconsistency in color and quality of reproduction.

### Summary

Lithography has a number of advantages over letterpress which make it ideally suited to the printing of packages, especially where illustrations are important. Research has seen to it that lithography maintains these advantages and gains new ones. The areas where improvements have been and are being made are plates,

# The copy below was set at 100 words per minute!

This copy was transcribed by a typist on the recording unit of a Friden Justewriter, thus producing both a first proof and a coded paper tape. The tape was then inserted in the reproducing unit which automatically prepared the repro proof at 100 words per minute, automatically justified and error free.

There is no faster method of preparing straight composition for reproduction.

The net output speed of the Justewriter is limited only by the speed of the typist. If she's a 70-word girl on an office typewriter, that's how fast she can operate the recorder. (There's nothing to slow her down: justification is automatically performed by the machine; errors are corrected by simply pressing one key.) Type faces? Take your pick of fourteen styles from 8 to 14 point.

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# Friden

SALES, SERVICE, INSTRUCTION THROUGHOUT U.S. AND WORLD

dampening, blankets, color reproduction, and automation of quality control. These improvements will result in reductions in the cost of producing packages, improvements in their appearance, and better consistency in the quality and color of their reproduction.

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### Besco Advances von Gerichten

Arthur von Gerichten last month was appointed manager of the New York branch of Bridgeport Engravers Supply Co., Bridgeport, Conn.

Mr. von Gerichten has been with the company since 1946, serving in inventory control, sales and, most recently, as assistant branch manager.

### POPPI Meeting May 13, 14

The third annual National Members Meeting of the Point-of-Purchase Advertising Institute is being held May 13-14 at the Mayflower Hotel, Washington, D. C.

## Wagner Advances Spies

Wagner Litho Machinery, Secaucus, N. J., a division of National



Walter A. Spies

Standard Co., has advanced Walter A. Spies to the position of manager of sales and engineering for its Wagner division.

Mr. Spies has been with the company since 1946 and was formerly a member of the sales and service department.

## WEB-OFFSET MEETING

(Continued from Page 41)

Encountered in the Operation of Web-Offset Equipment," was composed of Benjamin Offen, B. Offen & Co.; Herbert A. Asten, Harris-Cottrell Co.; Alvin W. Reitz, Interchemical Corp.; Albert Materazzi, Litho Chemical and Supply Co.; Norman L. Rowe, Ideal Roller and Manufacturing Co.; and Harvey E. Sweetland, St. Regis Paper Co.

The panel members each discussed the topic in the light of his experience with users of web-offset equipment and the solutions arrived at by them. The members emphasized the necessity for management to provide adequate training for pressmen and other web-offset operators in order that they realize the potential of the equipment available.

Re-elected to serve as officers for the 1960-61 term were James N. John-

son, president; Paul Lyle, vice-president; James Blower, secretary; and Fred Best, treasurer.

Herman J. Schultz, first president of the web-offset section, was given a plaque and citation commending him for his services to the section and to the web-offset industry.

A committee, to facilitate more rapid solution of problems in the



Part of the display of products produced by web-offset, shown at the PIA meeting last month in St. Louis.

operation of web-offset equipment, has been proposed. It would be made up of representatives of various manufacturers and suppliers, with Mr. Lyle, Western Printing and Lithographing Co., as chairman.

The 1961 meeting of the section will be held April 19-21, at the Edgewater Beach Hotel, Chicago.

## LPNA

(Continued from Page 54)

is to be successful in the shop.

### Paper for Web-Offset

They pointed out that a web of paper takes a greater beating than a sheet, because of the nature of the web equipment, the fact that the web is usually printed on both sides simultaneously, and because there is less opportunity for moisture to escape from the stock.

Other groups meeting during the convention included the Label Manufacturers Division, the Litho Book Manufacturers Committee, Litho Platemakers Division and the Outdoor Poster Committee.

At the concluding general session on Wednesday morning, Fred T.

**More than 1,500  
satisfied readers!**



**... are you one?**

Yes, more than 1,500 progressive lithographers have bought "The Magic of Making Halftones" in the past few months. Many have written to tell us how much they have profited from this practical, profusely illustrated book. It covers the complete subject of making offset halftones—tools, procedures, equipment, general rules and shop standards. Do you have your copy?

Order this useful book today at just \$4.25 a copy, shipped post paid any where in the world

Your money refunded in 10 days if not satisfied.

- Scores of photos showing 'right' and 'wrong' • Working tools: where to buy them and how to make them
- Setting camera • Focusing • Rescreening halftones • Shooting colored copy • Stripping • Platemaking • Special tricks

Make checks payable to  
Litho Books  
Box 31, Caldwell, N. J.

YES send me a copy of 'Halftones' at the price of \$4.25.

(Check must accompany order.)

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City ..... Zone .....  
State .....

# LITHOGRAPHERS MANUAL

An Encyclopedic two volume 1200 page treatise dealing with every phase of lithography. Written by 70 top authorities Edited by Victor Strauss Profusely illustrated. Large sections in four color process. three color and Bourges process.



A "must" for Advertisers, Printers, Lithographers, Letter Shops, Schools and Colleges — of real help to the artist, craftsmen and students of reproduction processes.

## PARTIAL CONTENTS INCLUDES

An authentic history of lithography  
Creative art and copy preparation  
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Masking for color correction  
Stripping, opaquing, photo-composing  
Platemaking procedures and materials  
Press operating instructions for sixteen different offset presses  
paper, ink, film and supplies used  
cutting, binding, finishing operations  
The flow of lithographic production  
Metal lithography colotype  
Education for lithography  
Resources sections showing equipment and supplies follow each chapter thus providing valuable source information.

Two volume set \$25.00 plus shipping charges. \$1.50 east of the Mississippi and \$2.00 west.

Modern Lithography  
Box 31, Caldwell, N. J.

Payment Enclosed ☐

Name .....  
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City ..... Zone .....  
State .....

Marston, of the Kaumagraph Co., presided at a panel on the labor situation.

Boris J. Speroff, LPNA director of industrial relations, summarized labor-management contract negotiations in the past year, and outlined some of the negotiations still to come.

Following Mr. Speroff, Wayne C. Wade, executive secretary of the Graphic Arts Employers Association of San Francisco, gave a vivid account of the recent protracted negotiations and crippling strike in that city. He had high praise for the on-the-spot aid given to the association by the LPNA staff.

## Outlook for Summit

In the final address, John C. Metcalfe, news analyst, aired the topic "The Business Significance of the Summit Meetings." Among the stakes which American businessmen have in these negotiations, he said, are the investments of private capital both in West Berlin and in all West Germany. "The day is not far off," he continued, "when American business will be exporting annually more than a billion dollars worth of American goods to West Germany and that we shall be importing almost as much from that land."

Also of concern are "millions of dollars of German bonds and stocks in which many Americans have now invested because of their profound confidence in German business today and for the future.

These factors help explain "why we are determined to keep West Berlin and West Germany free"; why we continue to seek the freedom of East Berlin and all of East Germany... We cannot afford to lose one inch of territory or prestige and influence in West Berlin and West Germany."

Following the panel, Chester Viale, of L. F. Rothschild and Co., spoke on "Programs and Procedures for Corporate Investment."

The social program for the convention included cocktail parties sponsored by the suppliers' committee, a steak roast, a reception for the trade press, a boat ride and other affairs for the ladies and, of course, the annual banquet and entertainment. Golf tournaments for both men and women were well attended.

Bill Zabel ended the convention on a note of success with his election to the presidency, but the trip started rather discouragingly for him and his wife Margaret, when they were robbed—even as they slept—in a nearby motel before the meeting started. Bill had to operate without his credit cards, although he did have a note from the sheriff, permitting him to drive in the county without a license.

Maurice Saunders, one of the best liked regulars at LPNA meetings for 10, these many years, sent well wishes to president Oswald from his sick bed in Winter Park, Fla. where he is recovering from a recent illness. The audience greeted the message from the honorary chairman of the board with a big round of applause.

Most of the conventioners arrived in a torrential rain that all but blocked the highways. And the weather didn't really clear up 'till it was time to leave for home, although the golfers managed to complete their appointed rounds.

Sam Burt, of the Education Council, enjoyed a relaxed swim in the Atlantic, then went into shock when someone advised him that the sign "Man of War" didn't refer to a type of ship!

A really terrific combo supplied all kinds of music, from Charleston's to "Mac the Knife" (known to long-hairs as the theme from the Three-Penny Opera) until late in the night on the comfortable patio. Meanwhile, back at the dock, Kaye Teich managed to convert "old Black Joe" as played on a calliope, into a most amusing hula, to launch the ladies boat ride.

The Boca Raton hotel was quite impressive in its appointments, if just a trifle too far-flung for comfort. A bus ride was necessary to get to the beach, which wasn't really a hardship, since the weather didn't permit bathing anyway.

Many lithographers are looking forward to a return visit to the Arizona Biltmore next year, and of course, there is a hard core of regulars who feel that conventions begin, and end, at the Greenbrier. They will have their innings a year later.★



## PHOTO-CLINIC

(Continued from Page 89)

thus not interchangeable without some modification of the basic exposure technique.

### Producing Line Effects

*Q: We are interested in producing line effects from continuous tone illustrations. We are familiar with the various techniques such as the use of odd shaped slots in the camera lens, the line-tone process, etc., but this is not what we are after. Enclosed is a sample of what appears to be a line illustration. We think this was made from a tone illustration by means of a special screen. Can you advise where we can get the type of screen involved?*

R. H. C. WEST QUINCY, MASS.

A: The sample illustration appears to be made by means of a single line screen. I do not know if contact screens are available in line patterns but you can get glass screens of this type from Levy, Efha, Nippon, Herbst & Illig, and others. You'll have to contact the suppliers in your area to trace the distributors of the brands mentioned.

It might interest you to know that the pioneering work in halftone photography was done with single line screens. Since that time line screens have given way to the more successful crossline screens. Nevertheless, throughout the years, line screens have been available for a variety of applications in straight, spiral, wavy and circular patterns.★

## PRODUCTION CLINIC

(Continued from Page 87)

ber at the extreme ends of the rollers and cause them to swell in the affected area. When the ends of the roller swell, the setting becomes too tight at this point and releases the remaining surface. As a result, the roller makes poor contact over a greater length and causes glazing and eventually stripping.

### Coarse Halftones

*Q. I have been having trouble with halftones that always look very*

*coarse. Under a glass each dot appears to have an irregular shape. I have tried using very stiff ink and also very short ink. I have four points squeeze between plate and blanket and four points between blanket and impression cylinder. The grain on my plates looks a little coarse.*

A: Examination of the sheets you submitted indicates that the job was run with excess ink on the rollers and the plate was getting sharp or blind. May I suggest that a thinner film of ink be used and that you soften the body of the ink so that you get a smoother print for the stock you are using.

The irregular shape of the dot you mention is due to the grain on the plate. Since it is necessary to have a grain on the plate, I suggest you obtain a plate with a finer grain.★

## BOOK CLINIC

(Continued from Page 60)

Co., Veritone Co., Regensteiner Corp., Weber Lithographing Co., Segerdahl-

Halford Printing Co., and the Manz Corp. Others with one lithographed book each were Reehl Litho Co., New York; North Central Publishing Co., St. Paul; North State Press, Hammond, Ind.; and Western Printing & Lithographing Co., Racine.

Listed as printers of lithographed illustrations were Colorgraphic Offset Co., New York; Pride Offset Color Service, Warwick, R. I.; and Rainbows, Hazardville, Conn.

Mid-City Lithographers, Chicago, printed the offset covers for three books. One litho cover was credited to each of the following: Northwest Litho Arts, Kingsport Press, Lund Press and Univ. of Michigan printing office. A lithographed frontpiece for one volume and end papers for another were the work of the Univ. of Texas printing division. Offset plates for illustrations in two books were made by Meriden Gravure Co., Meriden, Conn.

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Gordon Williams, director of the Midwest Inter-Library Center, in a

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CALDWELL, N. J.

summary review of features of the Top Honor exhibit, expressed amazement at the large number of art books with four-color illustrations which won a place in this year's contest.

Despite the "flashiness and pseudo-richness" of four-color illustrations, Mr. Williams declared, "It is not easy for art books to win awards." The original paintings and drawings, he explained, "Were never intended for books. They must be reduced and reproduced in another medium, losing most of the excellence of the original in the process, and suffering greatly when compared with illustrations when the artist has (or should have) in mind, not his original but the printed version.

"The difficulty of the publisher and designer in arranging a pleasing book out of materials not intended for the purpose, and of the printer in printing it with the required accuracy of color and registration are formidable. That so many were of such excellence as to be selected this year is remarkable."

He complained, though, about "the notable absence of one truly fine book" among the 66 honor books and asked "Do we lack printers? Or patrons? Or both?"

"I think we do not lack for patrons," he went on. "We perhaps do not lack the printers either, though this seems less certain; for craftsmanship of the highest order is soon lost if not exercised, and it certainly is not being exercised now."

It would be interesting, Mr. Williams, suggested, to compare production costs of the good and the bad among the 300 books submitted for



judging. This, he said might reveal that greater attention to design, printing and binding would show that books so treated "are less expensive than some think."

The Chicago Book Clinic's exhibit of Top Honor books is to remain on view in the Chicago Public Library through May 31. It will then start on a tour for showing in public libraries, university libraries and others in 14 Midwest communities.★

### WRAP-AROUND

(Continued from Page 57)

not warranted. It will do no harm, on the other hand, to adopt the attitude of the engineer who was among the passengers of an automobile on a beautiful spring day, which on a

drive through the countryside, passed a herd of grazing sheep. One of the car's occupants, in an effort to initiate conversation observed, "Freshly shorn." Our friend, attempting to be agreeable, without taking a definite stand in the matter, replied, "At least on this side."

### Tests on Presses

Several tests have been made on different makes of presses; wrap-around, (so designated), dry-offset web, wet-offset sheet-fed (as a relief on dry-offset plate), and flexographic. In our judgment, the tests have been most encouraging and that is about all we are prepared to say at the moment. The press manufacturers themselves are familiar with the results and any warranty applying to their products, on the basis of the tests, is strictly their business.

It must be remembered that the largest test plates we have supplied are 30 x 30". An inking roller 30 inches long may behave quite differently from one 60 inches long. It is well known that the deflection of the longer one, due to the force of gravity upon its own mass, will be not twice that of the shorter, but 16 times as great.

We know too that this deflection is not instantaneous, but that it is a function of time in a relationship which may closely approach what is known as simple harmonic motion.

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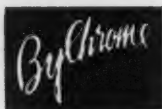
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ness as much as .015". Under centrifugal force their unsupported areas were thrown another .015" away from the cylinder. Obviously, printing at that time was not encumbered by any such nonsense as precision, and the end result was a clear cut demonstration of the fact.

When we must take into consideration such items as the effect of gravity on the mass of a form roller, the time element in such deflection, and other equally minute factors, we are indeed getting into the field of precision engineering, the same sort of engineering that we find in the design and manufacture of an accurate bomb sight or an earth satellite.

At the meeting at Siviter Smith's in Birmingham which we mentioned, the opinion was stated, as we recall, that any press capable of using satisfactorily the wrap-around plate, would have to be designed and built for that particular purpose. This may well be the case, although at present we must confess that we are not quite ready to subscribe to this conviction. It is our feeling, based upon observations over a number of years, that printing presses have for some time been built to closer tolerances than their final use justified. In our efforts to determine just how fine these tolerances have been we have not completely given up on the possibility that we will locate a Cinderella press which the glass slipper of a shallow etched wrap-around plate will fit perfectly. All we can say at the moment is that the possibilities have not been exhausted.

#### **'Tentative Judgments'**

In summing up, I must confess that we are in a very much better position at this time to ask questions than we are to give answers. We have on the other hand of course not come this far without formulating a few tentative judgments based on the facts we have uncovered to date. Here is a list:

1. A shallow etched wrap-around plate possesses inherent advantages over one with greater relief, both in application and by some methods of manufacture, at least, in the feasibility and economics of such manufacture.

2. There are in use today presses, several of which appear to possess the potential of being adapted to use with shallow etched wrap-around plates with slight modifications or none at all.

3. The secret of designing and manufacturing a wrap-around plate press which will satisfactorily use a shallow etched plate appears to reside largely in the stiffness and surface hardness of the form roller.

4. Commercial use of the wrap-around plate of shallow etch is not far away and when it does come, its effect will be felt both in the present offset field and flatbed letterpress. In the latter field, it is most likely to be felt in the few areas where flatbed letterpress is still widely used; namely, in the production of books and periodicals in limited quantities.

5. There will be a substantial market for the end product of the wrap-around plate and press of the qual-

ity obtainable and at the cost at which this will be produced.

6. There are developments in other areas, notably sheet-fed gravure, which may affect the market which now appears to be open for high grade color printing.

7. It is extremely important that press manufacturers interest themselves in attaining a high degree of precision in their products, aiming at a press which will print a plate which approximates that which we have made up for test purposes. It goes without saying of course, that a press which will successfully print a plate with no greater relief than .005" will print one of greater relief. On the other hand, if the thinner shallower etched plate possesses the advantages which we believe it to possess, then any money spent on the design and manufacture of a press to utilize such a plate will constitute a rewarding investment.★

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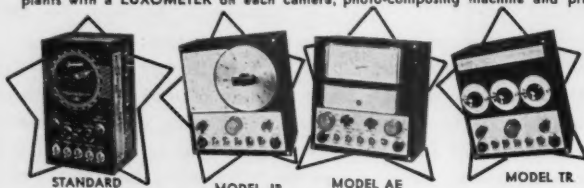
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**Miller Appoints Singer**

Miller Printing Machinery Co. has appointed Norman W. Singer as sales representative. His territory will include parts of Chicago.

**Fincham Joins Chemco**

Chemco Photoproducts Co., Glen Cove, N. Y., has appointed Harold Fincham as a sales representative. He will represent the company in Baltimore and the surrounding area.

Mr. Fincham had worked as an offset cameraman for Lincoln Lithoplates, Inc.

**Simon Buys Reliance**

Herbert S. Simon and Associates has purchased Reliance Lithograph Co. Both are in Cleveland. Lewis G. Tudor, former head of Reliance, will remain in charge of operations. The plant will be moved to 5209 Euclid Ave., address of the Simon plant.

## LOCAL BUYERS GUIDE

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## TALE ENDS

**P**ROPOSALS and counter-proposals will fill the air this month in Boston, when the National Association of Litho Clubs holds its 15th annual convention May 19-21. At the heart of the discussion will be a debate on the need for a full-time paid executive secretary and a permanent headquarters for the association. (See meeting report, page 45 in this issue.)

It was generally agreed, at the three-way regional phone meeting of NALC last January, that there is a need for such an officer to straighten out the tangled affairs of the group, to improve liaison between clubs and to organize the association to eliminate wasted efforts and overlapping responsibilities.

*But there is a hard core of clubs who are not at all convinced that there really is a need for such an officer, at least at this time, particularly if it will mean an increase in dues to all Litho Club members. It is no secret that the older, well-established clubs along the Eastern seaboard (with several notable exceptions) are the ones who are least inclined to go along with the move.*

President Fred Fowler, in his monthly "President's Report" carried in ML, and other top officers of the NALC, have been pushing the idea enthusiastically in recent months, as have many of the clubs in the Mid-West and the newer clubs around the country. And, of course, the plan has some staunch proponents in the eastern clubs, although they have met with stiff opposition in trying to "sell" the idea to skeptical boards of governors.

It is ironic that the clubs most opposed to an expansion of NALC activities are clubs that, in almost every case, were founding members of the NALC 15 years ago. Members in these cities have told ML that some of their governors feel that "We are

well-established and don't really need to rely on NALC for help in planning programs and other club activities."

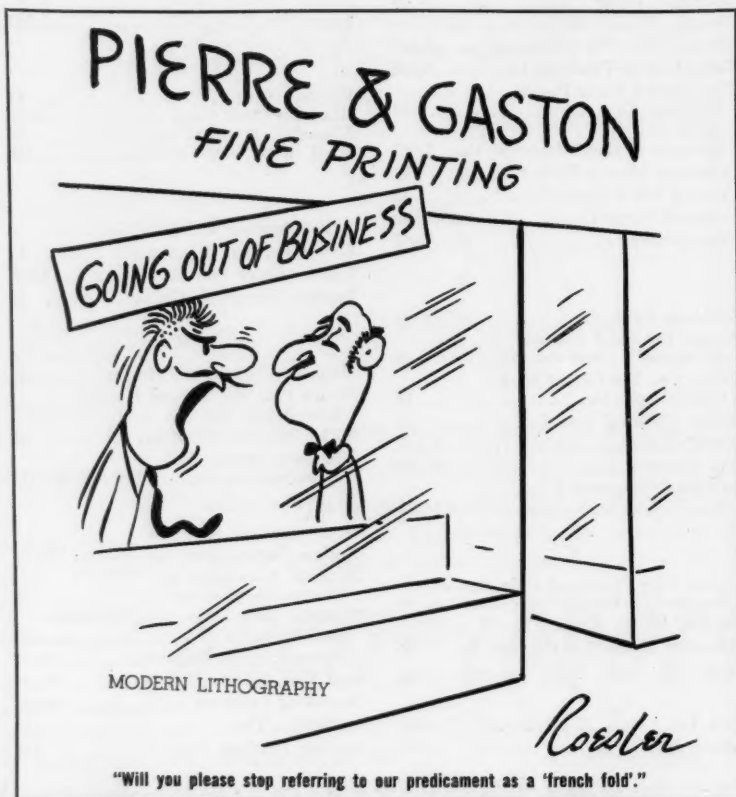
*These clubs have potent arguments, because many of the NALC activities in the past have been ill-advised, poorly planned and sometimes carelessly executed. But these very faults might be corrected, proponents of an executive secretary declare, if a good man can be found to administer the association's activities and provide it with a permanent headquarters. (For ML's views, see page 39.)*

At presstime it was not clear what proposals, if any, would be approved after the smoke has cleared in Boston. ML will go out on a limb, however, and predict

that the dues will be increased to \$3, after much debate, and that definite plans will be laid to hire an executive secretary (or, more likely, a professional service organization) to handle NALC affairs starting no later than 1962.

In any case, there is ample justification for going to Boston aside from the controversial business sessions. The convention committee, headed by Jim Fraggos, has been quite active in promoting what looks to be a well-planned convention, with careful attention to social activities and a full program for the ladies.

*After the NALC convention, there will follow a regular procession of seminars, conferences and conventions, so you better check your travel and hotel reservations right now. In June there will be TAGA in Washington, and the Southwest Litho Clinic in Houston. In August the Craftsmen will gather in Atlanta and in October there will be NAPL, NMDA and PIA in quick succession. Check our meeting calendar for details.★*

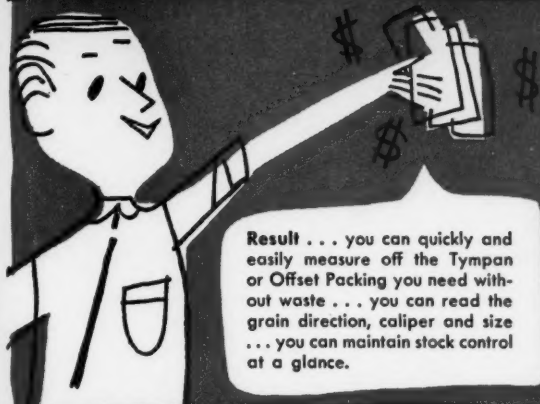
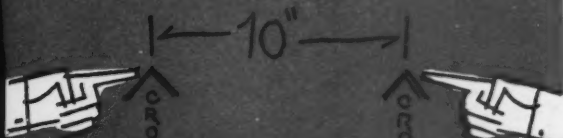




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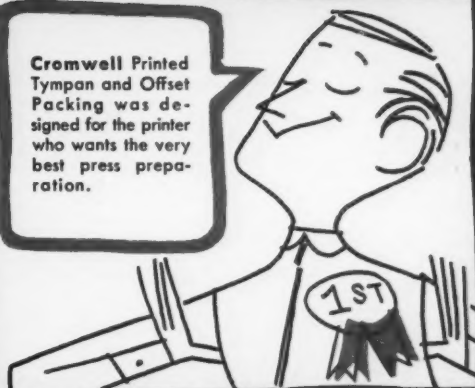
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